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PRINTERS' INK

A JOURNAL FOR ADVERTISERS.

Vol. LXXVI.

NEW YORK AUGUST 17, 1901.

No. 7



Talk about having all your eggs in one basket! When a manufacturer who is selling all or nearly all of his product to one concern opens up in confidence, you hear a mighty interesting story.

One by one such men become tired of the one-basket plan and especially of watching the other fellow handle the basket. One by one they break loose. We are all the while aiding such to do those things which an independent business man may of right do—profitably do.

The details of these cases, before and after, we, of course, cannot print. They can, however, be set forth to those who wish a broader, safer and more profitable outlet for their product.

Philadelphia

New York

Boston

Chicago

Cleveland

The Governor of New York is OUR Circulation Manager

He appoints the Public Service Commissioners who furnish our statements of circulation.

Advertisers on the Subway and Elevated systems are not asked to accept a mere opinion or say-so in the matter of circulation; nor are they expected to place implicit confidence in "sworn statements" or "guarantee marks."

Our patrons always *know* precisely for what they are paying. The traffic reports of the Public Service Commission are accurate to the highest degree; they are official and their reliability is beyond question or dispute.

We control the advertising space on the Subway and Elevated lines of New York and the sole agency for the Brooklyn Rapid Transit system and two minor lines. The total traffic on these combined systems reaches **THREE AND ONE-HALF MILLIONS** of passengers *daily*. This immense, far-riding circulation exceeds that of all other local car lines, together with the combined newspapers of the Metropolis. And it is composed of the industrious, earning, *buying* portion of Greater New York's population.

The foremost advertisers of America have recognized this far-reaching medium as the most thorough, comprehensive and inexpensive method of *Covering* the difficult Metropolitan territory. Their liberal and continuous patronage proves this.

WARD & GOW

50 Union Square

New York

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893

VOL. LXXVI.

NEW YORK, AUGUST 17, 1911.

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WHAT IS, AND WHAT IS NOT, A GOOD TRADE- MARK

TRADE-MARKS OFTEN INFRINGE WITHOUT THE INTENTION OF THE ORIGINATORS—COURTS BASE DECISION UPON EFFECT ON PUBLIC IN AVOIDING CONFUSION—HOW ONE CAN KNOW HE IS NOT INFRINGING ON ANOTHER'S TRADE-MARK

By H. D. Nims,

Author of "Nims on Unfair Business Competition."

II.

Probably hardly a day passes without a new trade-mark of some importance being put upon the market. Oftentimes serious loss results, because the originator of a trade-mark unconsciously and unintentionally has copied or simulated a mark already in use. What precautions must a manufacturer take in choosing a mark which will enable him to protect it, and thus render secure such investment as he makes in advertising it?

The rule has been definitely laid down that only the most unusual circumstances, if any circumstances at all, will excuse a merchant who has adopted a mark or a form or shape for his goods which is similar to that of his rival. The courts have said that the burden rests upon him to see to it that his goods appear upon the market in such a shape as to render it certain that no confusion will arise in the public mind between his goods and those of any other dealer.

Not long ago a baker in Boston built up a large trade in bread, which he made of a peculiar oval shape and unusual in size, and with a peculiar glazing. He sold his bread under the trade name, "Creamalt." His success caused others to try and imitate him, by

getting out similar loaves under the name "Crown Malt," and the baker sought to enjoin his imitators.

At first thought it would seem beyond question that every one has a right to make bread, and to make it in any form he wishes. One would hardly believe that a court could enjoin any one from making bread in any shape, but Chief Justice Knowlton, of the Massachusetts court, said in this case: "The plaintiff had no exclusive right in any one of the features of the combination, (namely, the size, shape and glazing of the bread), and if the defendants had required the use of this combination for the successful prosecution of their business they would have had a right to use it, by taking such precaution as would prevent deception of the public and interference with the plaintiff's good-will. . . . These (features) that he adopted had been combined to distinguish the plaintiff's "Creamalt" bread, and it was the duty of other manufacturers to recognize this fact."

If this be the law, then it is the duty of manufacturers and merchants to see to it that they are not parties in any way to the use of brands or to the marketing of goods in such a manner as to cause deception. It is their duty to find out for themselves, when a new brand is put upon the market, that it is not likely to create confusion with existing brands.

At present this is not a serious hardship. Every trade is a small community in itself. New brands quickly become known in the trade with which they are connected.

This rule, of course, at once raises the question of, what is similarity?

We are living in an age of rea-

son, according to recent decisions, and it is the rule of reason which the court applies here. Two articles are held to be similar when they are sufficiently alike, in the mind of the court, to be likely to cause deception, not of the jobber or the retailer, but of the ultimate purchaser, the man who buys them from the retailer. In deciding this question, the court will take into consideration what class of persons ordinarily uses the goods about which the suit is brought. It will also consider all surrounding facts which may assist in determining what is or is not such similarity as will tend to deceive the ultimate purchaser, as for instance, whether persons who will in all likelihood buy the article are careless or careful in buying, whether they are educated or ignorant, rich or poor, and the like.

No proof of actual deception is necessary. It is enough that to the mind of the court the articles are sufficiently similar to be likely to deceive the consumer.

It makes no difference that it is clearly proven that the dealers themselves are never deceived. That is no proof that the consumer might not be deceived. The person whom the court is most eager to protect is this ultimate consumer.

The value of some of the trade-marks to-day is almost unbelievable, and those who own them must engage in a constant warfare against unscrupulous imitators. As an illustration of the extent to which the pirating of trade-marks is carried, one manufacturing concern in this country (the National Biscuit Company), found it necessary, in a period of five years, to take action against more than 550 attempts to copy its trade-marks.

He who would adopt a mark which cannot be successfully attacked, need bear in mind but one rule, and that is, that he must in good faith differentiate his mark as far as possible from every other mark used in that line of business. The courts have held that the honest trader—the man who is seeking to impress the pub-

lic with the special merit of his goods in contrast with all other brands—will consider it a misfortune if his goods are confused with those of any other dealer.

Perhaps the most difficult cases of Unfair Competition arise in the misuse of names, viz.: names applied to business houses and goods. In choosing such names one may use abstract names, like "Standard"; or family names like "Rogers"; or geographic names, like "Elgin"; or new words which he makes up for the purpose, like "Uneeda." Rules have been laid down by the law of Unfair Competition, as to the use of all of the classes of names, for all of them have been and can be used as instruments of fraud. Some of the legal campaigns waged against unfair dealers who were seeking to obtain the opportunity to become confused with a larger concern in which the public had confidence, have been fought out with great bitterness. For instance, one might mention the many suits that the owners of Baker's Chocolate have brought against the various Bakers who found the chocolate business attractive after the name became well known; the struggle of the Elgin National Watch Company against those who sought to profit by the reputation it had established in the watch business for the name "Elgin"; the suit of "Stephens' Blue Black Ink" to enjoin "Steelpen's Blue Black Ink" and the suits of Rogers Brothers to enjoin the many Rogerses who felt moved to enter the silver business after the first house of that name became a success.

Suffice it to say that the trader who wishes to market his goods under a brand of his own and advertise it, can now be absolutely sure of protection if he is careful in choosing his mark and is diligent in defending it. The hard struggles usually come when the original user of a brand allows the pirate to get well started before attacking him. There is now ample law for the protection of all honest brands, whether registered or not.

(To be continued)

*YOU CAN REACH 7,000,000 OF READERS IN OCTOBER

Through the advertising pages of a beautiful 32-page magazine illustrated by the following most famous artists of modern times:

HARRISON FISHER

HOWARD CHANDLER CHRISTY

W. T. SMEDLEY

JULES GUERIN

ALBERT STERNER

JOHN T. McCUTCHEON CHARLES DANA GIBSON

THE MONTHLY MAGAZINE SECTION

has made a continued and conscientious endeavor to provide for its readers the best in art and literature. Through an extraordinary effort it will have for the October issue a constellation, the brilliancy of which has never been equalled in a single issue of any magazine.

The discriminating advertiser will recognize supreme advertising value in a magazine which has ordinarily such great intrinsic value. Pages of written argument would not force conviction if the mention of the above artists' names does not carry conviction.

A Feat Unparalleled in Magazine Attainment.

THE MONTHLY MAGAZINE SECTION and THE FAMILY MAGAZINE SECTION reach the greatest purchasing power of any magazine, and their circulation is definite and closest to the important markets of America.

The October MONTHLY MAGAZINE SECTION of "America's Greatest Daily Papers" offers the greatest advertising value of the year.

Tremendously advertised in advance. Handsomely printed on Super Calendered Paper.

Forms close September 5th. No extra charge for this issue.

THE ABBOTT & BRIGGS CO., General Managers
NEW YORK and CHICAGO

***1,500,000 copies with five readers average per copy.**

DIFFERENTIAL RATES FOR LOCAL AND FOREIGN BUSINESS CONDEMNED

PRACTICE OF MANY NEWSPAPERS ON THIS POINT DECLARED A REMNANT OF ORIENTAL HAGGLING—SPACE IS NOT WORTH LESS TO LOCAL ADVERTISERS—SECRECY OF RATES A CONFESSION OF BAD FAITH—FOREIGN ADVERTISING OFTEN REPRESENTS REAL PROFITS OF THE PAPER—TALK BEFORE AGENTS' SECTION, A. A. C. A., BOSTON

By St. Elmo Massengale,
President, Massengale Advertising Agency (Inc.), Atlanta, Ga.

"Are newspapers justified in making one rate for local advertisers and a higher rate for foreign advertisers?" I answer emphatically, "No."

First of all, because I belong to a progressive generation that for many years has attempted to remove the last vestige of orientalism from business. We have reached a place where, in spite of what may have been originally the sin of two or more prices, advertising itself has forced honesty in making and selling an article at one price, and except in oriental lands where price is founded on the purely psychological sizing up of the buyer by the seller, we have reached a place where mere man can buy goods at the same price his wife does, providing he reads the newspapers.

We have welcomed this great change from the oriental method of haggling and heckling and dickering, once so universal. It has disappeared almost utterly from the earth except in some of our newspaper offices in reference to local advertising. We still have some cases where advertising rates are fish and flesh, where the prototype of the rate card is the Turk sitting in the bazaar selling a shawl to a native for a few piasters, while to the "foreign devil," the price is double.

There is no more reason why the man from somewhere else should not buy space in a newspaper at the minimum rate than there is for the foreigner paying the Turk his robber price. It all

smacks of the same thing—business injustice.

I have found that in a great many places there prevails a flat rate, practically on local advertising. Now, this would be ideal if it were to apply also to the foreign advertising and at the same rates, but it is always a lower rate by a good deal in favor of the local; this is usually in the smaller cities, although it applies in even the largest cities of the South.

In the biggest cities, the department store and larger retail stores have the paper make a special rate for their benefit, and I know of a number of cities where you might find, say, twenty shoe stores using daily papers in the same town at twenty different rates for the same average space per annum, and some using larger space at higher rates than others in the same city. Of course this acts as a boomerang and hurts the paper, hurts the entire advertising business, destroys confidence, encourages wrong principles.

It is claimed by some that the local advertising does not carry agent's commission, and that argument is used. However, I find that in addition usually to providing theater, circus and other kinds of tickets, the local advertiser is soon demanding them instead of thanking the publisher. He also expects his copy written by the local solicitor in many cities in the South, a large corps of solicitors as well as copy chasers being maintained, the local advertising also demanding the publishing of readers, press notices, etc., and frequently, I am sorry to say, suppressing news, or influencing even editorials, whereas the foreign advertiser, if asking for a complimentary reading notice, nine times out of ten has to pay full reading matter price or be accused of all the crimes on the calendar—the trouble being in many cases that the local advertiser's solicitor is almost supreme in the publication office, while the foreign advertising manager is in an entirely different class, and is closely censored.

Some national advertisers have begun using space through local



The Book of the Cloth-of-Gold

has been called the most beautiful sample book of paper ever issued by anybody.

Here is what one correspondent tells us

"The writer fairly gasped when he opened the package containing 'The Book of the Cloth-of-Gold' and absorbed its contents."

The Book of the Cloth-of-Gold
is worth much money to the advertising manager or the printer looking for new and striking suggestions in design and color schemes.

A letter on your business stationery will bring it.
Mention "Printers' Ink."

Advertisers Paper Mills

Makers in Holyoke of Fine Printing Papers
Fifth Avenue Building, New York

10 and 11 Wardrobe Chambers, Queen Victoria Street, E. C., London

merchants and agents to get around this two-rate discrimination.

If two rates are right then Jordan Marsh & Co. here in Boston have equal justification for charging me fifteen cents for hairpins that a Boston customer can buy for ten cents, because I came from Atlanta, and am not likely to be in Boston again for several months, however much I should enjoy it.

The price of newspaper space has within recent years come to be fixed by some standard of stability, so that the exception is the paper whose rate can be beaten down or made movable by reason of friendship or want of money, or by a species of swapping and trading, once so common. This has been a good thing for the advertising agency, splendid for the foreign advertiser, and has removed almost entirely the greasy, haggling Turk from the business. But there yet remains this double rate in many places, sometimes admitted, oftener concealed—the concealment in itself a confession that it is wrong and unjustifiable and hasn't a leg to stand on.

Now, a newspaper rate is based on many things, some of them obvious, others less obvious, and still others never visible or findable with a search warrant. But whatever the rate is, we will grant it has been so fixed by some explainable reason, and therefore is supposed to represent value. Not one value to Smith and another to Jones, but, returning to our hairpins, value in itself equally to Boston or Atlanta. One thousand inches is 1,000 inches whether measured for Boston, Chicago, Kalamazoo or Battle Creek. The foreign advertiser runs the greater risk of not getting returns; he is never the recipient of press agent publicity freely given as is the local advertiser; his copy is scheduled far in advance; there is a regularity about it that makes it welcome; it costs but little more, if any, to solicit, and it naturally deserves and receives attention. Very often it is so much "velvet," and represents the real net profits of the paper.

The local man deserves atten-

tion because he is the stable standby of the newspaper; the bank roll for daily operation, asking much and generally getting it—but however much all this is true, is the newspaper's space worth less to him because he sits in the pew next to the publisher on Sunday, and their children attend the same school, than it is to the man from a distance who runs greater risk in buying the same space?

If the foreign advertiser is charged more for 1,000 inches than the local advertiser, does not the publisher say in so many words, that his paper is worth less to the man at home—something I do not think any publisher would permit or put in the mouths of his local solicitors—than it is to the foreign advertiser? Such a position would be untenable for a moment, and this fact alone should condemn the practice.

I maintain that a double rate with favoritism shown the local advertiser has no justification, either from the standpoint of good morals or clean business, and is a positive detriment now when advertising is growing so universal, in the elimination of the last vestige of the questionable from every branch of advertising.

NEW MEMBERS OF A. A. A.

The following advertisers have been admitted to membership in the Association of American Advertisers during the last few weeks:

National Cash Register Company, Dayton, O., L. E. Olwell, advertising manager.

The Thomas B. Jeffery Company, Kenosha, Wis., E. S. Jordan, advertising manager.

Philo Hay Specialties Company, Newark, N. J., W. Hardham, general manager.

Anheuser-Busch Brewing Association, St. Louis, Mo., Charles W. Staudinger, advertising manager.

E. I. duPont de Nemours Powder Company, Wilmington, Del., George Frank Lord, advertising manager.

Alabastine Company, Grand Rapids, Mich., J. L. Hamilton, manager.

The Glidden Varnish Company, Cleveland, O., H. G. Ashbrook, advertising manager.

D. L. Hedges, formerly of *Suburban Life*, has joined the New York City soliciting staff of *Good Housekeeping Magazine*.



The Magazine of Over 200,000 Woman Power

"Needlecraft" goes to the women living in the smaller towns and country districts.

It interests the serious women who do their own sewing—who have a pride in their personal appearance and who do fancy needlework.

"Needlecraft" is the only fashion magazine that fits the scheme of life as must be lived by the women in these small localities.

There is no shooting over heads—every published article is a workable suggestion—possible of execution.

Your advertising in "Needlecraft" greets the woman reader when she is in the notion of buying, for every suggestion is a direct demand for merchandise of some description before she can accomplish the work intended.

September *Needlecraft* circulation was 258,000—and growing.

You pay for a guaranteed circulation of 200,000.

October advertising forms close promptly on August 31st.

We have just issued a beautiful book telling all about "Needlecraft."

Send for it.

"NEEDLECRAFT"

By the Vickery & Hill Publishing Co.

30 N. Dearborn St.
CHICAGO

Augusta, Maine

Flat Iron Bldg.
NEW YORK

The proprietor* of a big store in Pennsylvania writes:—

“Just the short time we have been circulating *The Monthly Style Book*, we have had to put in several lines that were advertised in the book on account of calls we had for these articles.

“We would be only too glad to have more of the lines we carry advertised, so that we could put this advertising in the hands of 4,500 women buyers every month.

“Every one of these *Monthly Style Books* is taken by women who want the book and are available purchasers. They take the book to see the styles and naturally see the advertisements, which often-

*Name on Request

times are of as much interest as the styles.

"A short time ago a salesman called on me; showed me his wares advertised in our Monthly Style Book. There was no argument. I put in his line as I was advertising it every month.

"We believe the advertiser can use no better medium."

You can reach through The Monthly Style Book 2,000,000 of this kind of circulation at \$5.00 a line.

Francis R. Wurlinger

Manager Advertising Department
414 Avenue at 30th Street, New York



GETTING TRADE PAPER INTO MINDS OF READERS

SUBSCRIPTION LISTS SHOULD BE MADE UP OF PEOPLE WHO CAN PATRONIZE ADVERTISERS AND PAPER SHOULD BE EDITED WITH VIEW TO MAKING ADVERTISING PROFITABLE—FROM ADDRESS BEFORE DEPARTMENT TECHNICAL, TRADE AND CLASS PUBLICATIONS, A. A. C. A., BOSTON

By O. F. Byxbee,

Publisher, Inland Storekeeper, Chicago.

"Getting the trade paper into the *minds* of its readers" is quite different from getting it into the hands of its readers.

I do not believe that a trade paper should give premiums—particularly not a premium of such value that the subscriber will pay his money for the premium regardless of whether he receives the paper or not.

To be of any use to the advertiser he must be interested in the *publication*, and not in the premium, and just so much as he is interested in the premium, just so much of his value to the advertiser is lost.

No man or class of men should be asked to subscribe who are not in direct line to buy from the advertisers. For example, I once knew of a publication, liberal quantities of which were sold on the newsstands because it contained pretty pictures. It was a trade paper and the people who bought it had no interest whatever in the articles advertised. This increased the quantity of circulation, but reduced the percentage of results to advertisers.

No publisher should be discouraged because the circulation of his paper is small as compared with that of his competitor, providing he knows that the subscribers he has are all capable of buying from his advertisers, are all paid in advance, and are all interested in getting their papers every week or every month. His percentage of results to advertisers will be high—and that is what holds advertising and secures new advertising.

But there is something more

than securing the right kind of subscribers, and something more than keeping your list paid in advance, in order to secure the maximum buying power for advertisers. And here is where the editorial department must do its share.

The contents of the magazine must be of such a nature as to leave no doubt in the mind of the reader that the paper is of real practical assistance to him. Every issue must mark an advance step in cementing the personal bond between the subscriber and the magazine. Publish the subscribers' letters; answer their letters both by mail and through the magazine; lose no opportunity to publish a letter and an answer which will be of value to other readers and prompt them also to ask questions; give them the information they ask whether it helps an advertiser or a non-advertiser; in fact, cultivate, in addition to a "nose for news," a nose for anything that will be helpful to your subscribers and that will encourage more letters and more questions.

Through these questions and answers you can do more direct work in an indirect manner to encourage buying from advertisers than in any other way.

There was a time when the editorial department of a paper was independent of the business department. That time is past. Now the editorial department must co-operate with the advertising department.

This is equally true of the circulation department. It is not only a question of simply securing circulation, but securing *circulation that will pay the advertiser.*

In order to secure this kind of circulation and hold this kind of circulation you must edit your paper accordingly. Every effort must be directed toward the one point of making the most money possible out of your advertising.

Free circulation is worse than useless. Every paper you send out should have a value—that value should be based on the good it will do your advertisers. Even if the Post-office would allow you

to mail all the papers you are willing to print, a paper sent to a man who has not paid for it is just as much good money wasted. Sample copies which are not requested represent waste circulation. Papers sent to subscribers who fail to renew their subscriptions is waste circulation.

You can secure subscribers for any trade paper by mail—if you go after them right.

First, you must have some specific reason, or some specific inducement, which will appeal to the subscriber from the subscriber's viewpoint. If you offer him an inducement, then you must have some good, sound reason why you are offering it—something more than simply because you need subscribers.

An inducement to subscribe without a reason for the inducement may spoil the whole effect of your offer.

In order to write a letter or prepare a circular that will influence subscribers, you simply must put your own wishes in the background and look at the matter from the subscriber's point of view. This is hard to do, but it can be done, and once you are able to "see yourself as others see you," providing the look you get (from the other fellow's viewpoint) is a pleasing one, then you will secure the subscribers.

This cannot be accomplished by sitting at your office desk, scratching your head, or by burning midnight oil. You simply must get away from your own environment, your own desires, and get into the atmosphere of the man you want to reach.

Get right next to the man you are trying to interest. Find out what he wants—not what you think he ought to want. Spend a month of your valuable time, and \$500—yes, \$1,000, if necessary—in traveling expenses. Ask him what he likes to read; how he likes it presented, find out what he is reading and why he reads it. You can't secure a subscription from him until you find out what he wants.

If you will do what I have suggested, you will return to your

office so full of your subject that you will have the game won right there. You will do things differently than you have been doing them. You will turn some of your present system upside down, until they are in line with the ideas of the man whom you are trying to sell.

When you have got your ideas in line with your subscribers' requirements, then go after them by mail. The professional solicitor is all right, but he lacks discretion, and any subscriber is a subscriber to him. Be sure your mailing list is right—made up exclusively of the kind of prospective subscribers who will be of value to your advertisers.

It may cost you more to get each subscriber than he pays you—perhaps it will, but what you lose in getting him will be saved in white paper and presswork on a lot of papers which should be of no value to the advertiser. Never overlook the fact that it is the *percentage* of results which fixes the comparative value of your paper in the mind of the advertiser.

SCHELL WITH GOLLEHUR

A. A. Schell has purchased the half interest held by C. C. Chapman in the Chapman Advertising Company, Portland, Ore. Mr. Schell will hereafter be associated with F. L. Gollehur, who bought a half interest in the company when Mr. Chapman assumed the management of the promotion departments of the Portland Commercial Club and the Oregon Development League.

Mr. Schell went to Oregon from New York in 1905. He was director of special events for the Lewis and Clark Exposition, and later advertising manager for the Eilers Piano House and Foster & Kleiser.

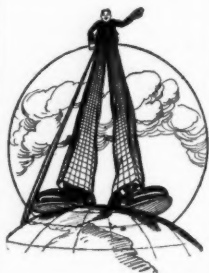
ZIMMERMAN WITH "OPPORTUNITY"

T. J. Zimmerman, secretary of the System Company and former manager of its publications, has become officially connected with the John Magee Company, of Chicago, as its vice-president and general manager, and assumed the editorial and business direction of *Opportunity*.

Representatives of a score of commercial clubs in Wyoming will co-operate with state officers in advertising the state's resources to home-seekers and capitalists.

Ethridge

ILLUSTRATING



Tell your advertising story in full, and tell it right. Use enough words and enough pictures to make every point

clear. Don't fall into the error of thinking that advertising must be "boiled down" until there's nothing worth while left in it. People will read an advertisement that occupies a dozen pages if it is interesting enough, and there's nothing in all the world so interesting as business. When asked how long a man's legs ought to be, Abraham Lincoln replied that they ought to be long enough to reach the ground. Same way with an advertisement.

* * *

The Ethridge Co., Gentlemen:
"We are in receipt of your sketches for October and November, 1911, Seasonable Folders and we want to start out by complimenting you upon the splendid style in which you have gotten these up. We are frank to state that we regard them as the high-water mark of your art service to us, and they are unsurpassed by anything along this line that you have done for us before, with the possible exception of the Christmas design you made for us last December. So much for 'bouquets.'"

(Extract from letter received from manufacturers of fountain pens.)

Would you think it wise, on a set date, to "appropriate" a certain sum for medical attendance and a certain sum for legal services for the ensuing year, and to refuse to exceed that appropriation, no matter what happened? Probably not. Neither should you make a hard-and-fast can't-be-exceeded advertising appropriation—and for precisely the same reasons. This "appropriation" nonsense has done a lot of damage.

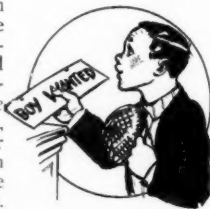
* * *

The Ethridge Co., Gentlemen:
"We take this opportunity of expressing our satisfaction with the Liberty Bell cards. As soon as they were received we mailed copies of these cards to all our branch offices, travellers, general agencies, etc., and have already received several unsolicited testimonials, which is a rare and unusual experience. It has to be a mighty good piece of advertising literature that calls forth praise from men on the road."
(Extract from letter received from large manufacturers of harvesting machinery.)

* * *

Polish and poise are beautiful and commendable things, but vigor and vim get the business. Don't go

after the orders as if you were trying to fascinate a lady fair, but as if you were entered in a hundred-yard dash. Even boldness and assurance are better



e Shop Talk

COPY

ENGRAVING

than the mildness which smacks of indifference. A man once hung a "Boy Wanted" sign outside his door; in a few minutes a freckled youngster with a square chin brought in the sign, and calmly laid it on the man's desk. "Hey, what are you doing with that sign," demanded the man. "Yer don't need it any longer," calmly replied the youth. "I'm yer boy!" And he was.

* * *

"The Jiji Shimpō," Tokyo, Japan.—Tokyo, June 2, 1911. Mr. Manager, The Ethridge Co., Madison Square North, N. Y. City, U. S. A.—Dear Sir: You will much oblige me by sending some printed matter and literature on your business. I am much pleasing and thanking in advance for your kind reply. Yours faithfully, Y. Hattori, Ad. Dept. of "The Jiji Shimpō," Tokyo.

(Letter received by The Ethridge Company.)

* * *

Somebody recently evolved this epigram: "When business is good, advertise *some* to get more business. When business is bad, advertise *more* to get some business." A good saying to remember; there is sound sense in it.

* * *

Advertising is a bad thing to experiment with. Many advertisers, believing that one kind of advertising isn't paying them, say, "Well, let's try something different," and switch from one thing to another without knowing what they are about or arriving anywhere in particular. Don't handle so important a matter in such a slipshod, illogical way. Know just what you are going to do—and *why* you are going to do it.

Do you know just what your advertising is doing for you? Have you an office system which



even approximately shows what percentage of your business increase should be credited to advertising? And do you frankly give it the credit to which it is entitled—or, as is generally the case, do you exercise your ingenuity in framing up all sorts of strange excuses for *discrediting* the work which your advertising is doing for you? Treat advertising fairly, and don't try to prove to yourself that the business it brings you should be credited to something else. There was a man up in Vermont who attained the great age of 110. When asked by a New York reporter just what he attributed his longevity to, he replied, "I ain't exactly made up my mind yet. There's two or three patent medicine fellers dickerin' with me."

The Ethridge Company

Madison Square North
(25 East 26th St.), New York City

Telephone 7890 Madison Square

CHICAGO Manager,

A. ROWDEN KING,

21 East Van Buren St.

BOSTON Manager,

HENRY HALE, Jr.,

406 Old South Bldg.

PHILADELPHIA Manager,

FRED D. OSMAN,

608 Chestnut St.

The Limit

There must be a limit to everything—even to the number of pages of advertising which will be accepted for the October or Annual Progress Number of Good Housekeeping Magazine—150 pages, no more. We believe that an even balance of advertising with text pages gives the best service to both reader and advertiser.

Last October we set that figure as a limit, and at the last moment had to refuse a surprising amount of copy. This October we have set the same figure, and already four-fifths of the space is reserved.

This Annual Progress Number is a really intensive advertising opportunity for the manufacturer of anything for the home. Editorially, in a series of articles by well known authorities, it places before 300,000 women of the home a résumé of the great progress made in domestic economy during recent years. Equally important to these same readers are the announcements of those manufacturers who have produced this progress in all that goes to supply the needs of the home.

Get in before the limit is reached.

*Present Rate, \$2.00 per Line
Quarter Page or Over, 25% Discount*

GOOD HOUSEKEEPING MAGAZINE

BOSTON

NEW YORK

CHICAGO

The Largest Class Publication in Any Field

SAFEGUARDING GOOD- WILL BY VALID TRADE- MARKS

MANY TRADE-MARKS ARE ADOPTED WITHOUT FIRST MAKING SURE THEY ARE LEGALLY SOUND, AND ENDLESS LITIGATION RESULTS—EXAMPLES OF TRADE-MARKS THAT WENT WRONG—LOSS OF \$100,000,000 WORTH OF PROPERTY IN FRANCE BECAUSE OF CONFUSION OVER THE RIGHT TO USE THE WORD "CHAMPAGNE"—PORTION OF ADDRESS AT BOSTON CONVENTION

By Clowry Chapman,

Author of "The Law of Advertising and Sales."

An event of this year should be a rebuke to every one who passes lightly over any feature connected with the safeguarding of good-will. That event was the upheaval in France over conflicting claims to the trade-mark "Champagne." For years the most famous wines bearing that trade-mark had come from Reims and Epernay, in the old province of Champagne. The French Government, recognizing that the wine growers of those towns had done more than other wine growers to build up the demand for "champagne," decided to grant them a monopoly in the use of that trade-mark.

The wine growers outside of Reims and Epernay realized too fully the influence of that trade-mark on sales to give it up without strong resistance. Riots became frequent. Fifteen thousand troops were finally necessary to restore order.

So bitter was the feeling that the Government was forced to withdraw the restrictions on the use of the trade-mark; and this so stirred the people of Reims and Epernay that they swept down upon other towns in the old province with almost the frenzy of a commune. Not only did they wreck wine cellars and other property, but destroyed \$100,000,000 worth of "champagne."

A subsequent proposal that the wine growers outside of Reims and Epernay mark their champagne as of the "Second District,"

or in some other distinguishing manner, met with bitter opposition, and very naturally. With such a discrimination, their product might then be considered as bearing a stamp of inferiority.

Bring the problem home. Suppose the millers of Minneapolis could monopolize the word "Flour," or force millers in other cities to use some such discriminating mark as suggested for the wine growers outside of Reims and Epernay; or suppose the packers of Chicago could secure a similar advantage over the packers of other cities.

Almost at the beginning of our government, when a monopoly was sought in the term "Lackawanna Coal," it was held that every one who mines coal in the valley of Lackawanna has a right to represent his coal as "Lackawanna Coal." Since that time, in this country, trade-mark protection to geographical names like "Champagne" has been refused, except under three circumstances.

First: Where through advertising, a word has come to immediately suggest the product of some one concern, like Waltham, as applied to watches.

Second: Where the owner of the trade-mark controls the location from which the trade-mark was derived, as in the case of "Carlsbad," a trade-mark applied to salts which come from mineral springs owned by the city of Carlsbad.

Third: Where the geographical name has a fanciful, or arbitrary sense, and is not deceptive, as "Vienna" applied to bread. In this instance it is commonly known that bread could hardly be imported from Vienna in the fresh condition that it reaches our markets.

The burden of competition that the wine growers of Reims and Epernay are carrying is, therefore, like the burden of all who either have no trade-marks or trade-marks which consist of words or symbols open to use by others.

Many concerns confronted with this problem of identifying their

products, are content to depend upon personal, firm or corporate names. But the many-million-dollar good-will symbolized by each of such trade-marks as "Gold Dust," "Sapolio" and "Ivory," shows the desirability of not forcing the public to remember firm or corporate names.

It is of the utmost importance for an advertiser to exploit his product so that confusion may be minimized. It should be remembered that the primary purpose of a trade-mark is to protect the public from imposition. This can be accomplished only as the trade-mark, the label, the package and other means of identifying a product have an individuality which readily distinguishes them from competing products.

Unfortunately for the manufacturer and the public, the temptation is always strong to ignore the primary purpose of a trade-mark and make it do the work of advertising. The penalty for doing so was illustrated in a suit recently brought by the makers of "Porosknit" to restrain a competitor's use of the trade-mark "Porous Underwear." You are familiar with the "Porosknit" advertising. Like the advertising of Holeproof Hosiery, it has created a demand where none existed before. It has popularized a new type of garment. Strong as it has been, however, this advertising has not so distinguished, so individualized "Porosknit" as to avoid its confusion with other products. The fault lies chiefly with the trade-mark. "Porosknit" indicated a new type, a knitted garment that is porous. In time the advertising developed a demand for porous underwear greater than the makers of "Porosknit" were supplying. Other manufacturers who had imitated the Porosknit garments were getting the benefit of the good-will the "Porosknit" people had created.

Finally, when the Porosknit people aired their grievance in court, they were told that this trade-mark was to be regarded either as descriptive or deceptive, and in neither case could it be

protected. Consequently, so long as a competing underwear is not advertised or sold as the product of the Porosknit people, the field is open. A recent advertisement of a later competitor reads:

Keepkool underwear has every good feature that other porous brands claim.

Another advertisement reads:

Keepkool Underwear, The best, not the most advertised.

Also:

Into the manufacture of Keepkool underwear goes the finest of silky yarns, the most expensive trimmings, the highest-priced labor and a patented process that is the latest development of porous underwear knitting.

Perhaps the rule that trade-marks must not be descriptive will be better understood if it is recalled that there can be no such thing as an exclusive right to any particular line of industry, unless that industry is controlled by a patent, or by a secret process. For example, no one can have a monopoly in the terms "Cut Glass," "Enameled Ware," or "Silver Plate." As was said in a case where trade-mark protection was sought in the picture of a drum used on boxes containing "Drum Collars," should such protection be allowed, different articles of merchandise would rapidly be trade-marked, one after another, and eventually some one, bolder than the others, might go to the very root of things and secure a trade-mark in brown paper and tie strings.

It is quite possible to have a trade-mark that is not technically descriptive, and yet of decided advertising value. "Uneeda" Biscuit is perhaps the most striking example. "Rainbow Dyes" is another example; "Anti-washboard Soap" another. Such trade-marks are valid because the words of which they are composed are used in a fanciful sense—a way that would not readily suggest itself to most people. Indeed, two competitors would hardly stumble onto those words at the same time. By adopting and using such words as a trade-mark, the originator is entitled to distinguish his product with them, and any use of the same mark, or a colorable imitation by a competitor,

would almost certainly indicate unfair competition.

Sometimes the use of a symbol in combination with a name gives validity to a trade-mark that might otherwise be frowned upon as descriptive. An instance is the trade-mark of "Bel-Bon," the peroxide toilet cream "Bel" stands for beautiful, and perhaps beautifying. "Bon" stands for "goods." In combination they mean beautiful or beautifying goods. It was, therefore, advisable to remedy the difficulty by a symbol. Inasmuch as "Bel-Bon" is a coined word derived from the French, and the name of the manufacturers, the Bruguiere Chemical Company, is also French, a fleur-de-lis, a French symbol, was inserted between "Bel" and "Bon." Such a combination would make infringement difficult because "Bel-Bon" is distinctive and not a common designation for toilet creams generally.

Now and then a personal name is embodied in a coined name in such a way as to make it distinctive and at the same time descriptive or suggestive. "Taylormade" for candies, and "Hydegrade" for silks, are examples: "Taylormade" suggesting "tailormade," and "Hydegrade" suggesting "high grade." "Taylormade" and "Hydegrade" are valid trade-marks simply because they identify their owners, the Taylor Brothers Company, and A. G. Hyde & Sons. If their present form was due to misspelling, and not to such original distinctive use of personal names, these trade-marks would not be entitled to protection, for mere misspelling, hyphenating or peculiar lettering can not, of themselves, make valid an otherwise invalid trade-mark.

The courts have frequently shown impatience with those who have imitated another's trade-mark, colorably or otherwise, even though clumsily, but as yet they have not gone so far as to limit the use of a trade-mark to one line of business. The Patent Office has, however, lately declined in several instances to register imitations of well-known trade-marks, even when they were

Careful space buyers use The Ladies' World because it has proved a paying proposition. They are our most enthusiastic boosters.

Everything used in the home or by the family can be sold with profit through the medium of The Ladies' World.

Buy your space and circulation on the same dollar-for-dollar basis that you buy other things. Your profit for selling is in proportion to the economy of your buying.

Will you put your time against ours and learn what we have to sell?

THE
LADIES' WORLD
S. H. MOORE CO.
New York

not to be in competition with the originators of those marks.

It can hardly be questioned that the use of a trade-mark by more than one concern even in different lines, and from proper motives, tends to make the original trade-mark less distinctive and less individual. Nevertheless, a manufacturer of pins has been able to secure registration in the Patent Office of the shield of the United Cigar Stores. True, the word "Pins" is substituted for "Cigars," but otherwise the design in which the word "Pins" appears, as well as the peculiar lettering of "United" are identical in appearance. The paper for the pins contains no firm or corporate name to indicate that the United Cigar Stores are not responsible for their manufacture and sale, although the word "United" is the dominating feature of both trade-marks.

Much more could be said about the designing of a trade-mark, for we have but fairly begun to touch upon the rules governing this subject, but already we have surely considered enough points to convince anyone that a trade-mark is entitled to great thought in its invention, great care in its adoption, and great skill in its use. It must be obvious, also, that there are many trade-marks now being used which are not secure foundations for the fortunes being spent in popularizing them. It would be well if more concerns would follow the example of the American Tobacco Company. As soon as it was shown that its trade-mark "Ramleh" was invalid because the name of a city in Egypt, the company quickly and very ingeniously reversed the letters of "Ramleh" and secured the trade-mark "Helmar." With that trade-mark it is now able to build good-will on a substantial basis.

The designation or manner of referring to a trade-mark is sometimes vital. The N. & G. Taylor Company proved this. Years ago they adopted for their roofing tin the same trade-mark that they are using to-day. On that trade-mark appears the symbol of a target and arrow with the words I C.

Old Style," and the corporate name and address. Until recently they used the words "Old Style," as though they were the distinguishing feature of the trade-mark, and designated their product as "Taylor's Old Style Roofing Tin." But the term "old style" being composed of words common to the language they thus opened the way to more than two hundred and sixty infringements by competitors who coupled names other than Taylor with terms such as "Old Style," "Old Method," "Old Process," "Old Way." Not until the Taylor company changed the designation of their roofing tin from "Taylor Old Style" to "Target and Arrow Old Style" were they able to cope with these infringements. The target and arrow is distinctive. It is not a symbol that would be readily suggested to competitors. It clearly individualizes or marks the Taylor product.

THAT ROOSEVELT LETTER

Col. Theodore Roosevelt wrote President Dobbs a letter in his characteristic vein preaching the doctrine of common honesty and calling for higher standards of advertising. The letter was read from the platform in Faneuil Hall the first day of the Boston Convention and evoked much applause.

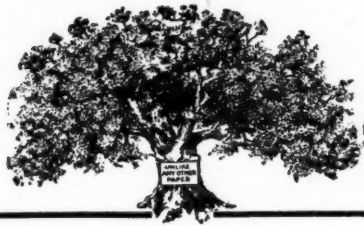
Subsequently a man representing himself to be a member of the press asked for a copy of the letter. Mr. Dobbs had no copy of the letter, but confidently gave him the original to make a copy from. And that was the last Mr. Dobbs or anybody else in authority saw of the letter. At the closing session, the president of the Associated Clubs made an appeal for its return, saying that he did not often get letters from former Presidents. As the reporters had expected to receive copies of the letter none of them troubled to take it down while it was being read. Col. Roosevelt had kept no copy.

The amusing anomaly is therefore presented of a letter from one of the most distinguished exponents of advertising principles going astray in an advertising convention.

C. B. FIELD BUYS "PROFITABLE PAINT"

C. B. Field has purchased *Profitable Paint*, of Chicago, and will edit it from a new address, the Security Building. He has severed his connection with the *Paint and Varnish Record*.

P. M. Cabell has resigned as head of the publicity department of the General Fire Extinguisher Company, New York office.



“Above the ordinary”.

An advertiser of Browns Mills, New Jersey, wrote to tell us something about his advertising returns in one week from Farm Journal. He got 418 requests for catalogues. His letter closes, “These inquiries came from nearly every state in the Union, and seem to be largely from a class of people above the ordinary class of inquirers”.

From the fact that Farm Journal is “Unlike any other paper”, it is only natural that its readers should be “above the ordinary”. A paper which is “above the ordinary” naturally attracts readers “above the ordinary”.

If any advertiser believes that all farm papers represent the same quality, we wish he would read a few consecutive issues of Farm Journal. He will then begin to appreciate why our subscribers “stick” year after year, and why they have faith in the advertising in our columns.

The October issue, closing September 5, will consist of more than 760,000 copies, rate \$3.50 per line. Send your copy through any good agency or direct.

WILMER ATKINSON COMPANY
PUBLISHERS
PHILADELPHIA

HOW SILKS MIGHT BE ADVERTISED

WHY SILKS HAVE LOST IN POPULARITY—MOST BEAUTIFUL AND COVETED OF TEXTILES HAS BEEN SHAMEFULLY ADULTERATED TO MEET COMPETITION OF LOWER-PRICED TEXTILES INSTEAD OF HOLDING ITS OWN BY ADOPTING MODERN METHODS OF ADVERTISING AND MERCHANDISING—PROPOSED NEWSPAPER CAMPAIGN TO RESTORE PUBLIC CONFIDENCE IN SILK—TRADE-MARK TO GUARANTEE QUALITY

By J. George Frederick.

Why is it that silk, the aristocrat of textiles, has ceased to occupy the high place it once occupied?

Only an exceptionally trained textile man could give a completely accurate explanation, for the cross-currents of fashion and the mazes of textile distribution greatly complicate the matter.

But facts are facts and some of them stand out significantly. The surface explanation is that fashion has "drifted away" from silk. The taffeta waist is no more; the delight of the eternal feminine for the rustle of a silk petticoat has passed with the income of the tight skirt—such are the explanations handed out. Even women themselves (so fast are they caught in the web woven for their capture) stoutly uphold the order of events which is putting silk in a forgotten niche of fame.

The real explanation goes deeper—there have not been enough able merchandising personalities in the silk field to match the powerful combinations that captured the other textile branches.

Silk manufacture on an extensive scale in this country is not very old. In 1870 the production was but twelve million dollars value, whereas it is now approximately one hundred and fifty millions. We are at present importing thirty-three million dollars' worth—which is exactly what we imported in 1860. The business started under the thumb of the commission houses and has never

broken away from this rather repressive distributive channel. Consequently, the idea of a manufacturer's reputation and trade-mark has never made much headway.

Old-time quality silk being an expensive product for dress material, it was good strategy for the cotton goods sellers to juggle the fashion trends out of the good old notions of pride in a silk dress that lasted seasons in and out. It was bully good business to see that cheaper materials and many style changes became popular. All the inner channels of fashion-swaying and the combined strength of a numerous company of manufacturers went to work at the problem; and when advertising was added to the battery of aggressive weapons, the victory began to be complete. Silk was pretty effectively routed.

But silk stepped voluntarily into its own grave, strange to say. As soon as it found that the other textiles had generated an unwillingness to pay the three or four dollars a yard for grosgrains and the other wonderful old silks that are traditions of the past decades of women's apparel, it began, fatally, to "meet competition." "Meeting competition," instead of disdaining and outgeneraling it, has been the crucial mistake of many other businesses. Silk manufacturers began to *adulterate* so that they could sell goods at a dollar a yard or thereabouts to meet the wonderfully clever mercerized cotton products with their chemical sheens and artificially induced luster.

Silk is judged by weight, and the silk in the gowns that constitute the heirlooms of your grandmother had a very substantial body of weight. But to make a price per yard to "meet competition," the silkmakers took twelve ounces of silk and added sometimes *one and a half times that weight in clay, tin and filings!* The dyer did the job and it came out of his hands with the weight and the luster of the old-time silks—but, oh what a difference in lasting quality and wear! Expose a colored silk of this kind to the

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sun for eight hours and you can poke your finger through it as though it were charred paper. It cracks and fades, it splits; perspiration rots it, and it is sick with a painful combination of diseases." A short season of wear and it is done.

Having done this mournful thing to the most inherently and naturally beautiful fabric in the world, these manufacturers and their short-sighted advisers, the commission men, looked for more sales. There were, and are now, many silk manufacturers who deplore this juggle with silk quality, but bow to the general practice. Some are not particularly informed as to what the dyer has done to silk quality—they accept the seeming miracle he has performed without question. Some concerns refuse to go further than a certain point with adulteration, and sell good quality; but the business generally sadly lacks standards.

And there *were* more sales. The traditional hunger of the average woman for a silk dress was gratified; and wonderful to behold, it was also made possible by the advent of cheap silks, to have a new silk dress as often as though silk was just common gingham.

Women to-day laugh, consequently, as they recall the old thirst for silk dresses, and say, "I wouldn't have *any*." And there lies the tragedy of it—silk is to-day a discredited fabric. All that women know is that the silk everywhere offered them "won't wear" and seems impractical. The "Hydegrade" petticoats and the present dominant skirt styles have routed the silk petticoat, which was "the last stand," the Waterloo, so to speak, of silk. And yet there are real economy arguments, in addition to luxury arguments, for silk petticoats. Silk doesn't need nearly as much cleaning as any other fabric; and the rustle of a silk petticoat has never yet been imitated successfully. But, failing to imitate it, the fashions were slowly juggled away from any desire for petticoat frou-frou!

The humiliating debasement of

The Standard Paper for Business Stationery—"Look for the Water-Mark"

MANY a Big Business Deal swings on the pivot of "first impression." Many a first impression is gained from a letterhead. If you would be sure to have such first impressions in your favor your letterhead should be printed, lithographed, or engraved on

OLD HAMPSHIRE BOND

File a memorandum now to "specify Old Hampshire Bond next time we order letterheads."

Let us send you the Old Hampshire Bond Book of Specimens. It contains suggestive specimens of letterheads, and other business forms, printed, lithographed, and engraved, on white, and fourteen colors of Old Hampshire Bond. Write for it on your present letterhead.



Hampshire Paper Co.

The only paper makers in the world making bond paper exclusively. Makers of Old Hampshire Bond, "The Stationery of a Gentleman," and also Old Hampshire Bond Type-writer Paper and Manuscript Covers.

SOUTH HADLEY FALLS MASSACHUSETTS

Made "A Little Better than Seems Necessary"—"Look for the Water-Mark"

the queen of fabrics was only a temporary salvation—it has come back and hurt silk as a fabric mortally.

Spurred on by such conditions, a few silk concerns have begun to play the game after the fashion of other fabrics—studied novelty patterns carefully

channels. Taffetas got benefit from this publicity work, but the heart of the situation was not affected. When a big merchant advertises "\$4 and \$5 silks" in his annual "packet sales" at \$1.50, and when there is no standard branded and guaranteed line of quality silks being offered upon

which the justly skeptical consumers can hang their last shreds of faith in silk—what can you expect? It is a miracle that so much silk is still being sold in the face of the marketing odds against it.

Now, to a constructive line of action. Silk, like royalty, can never be robbed of its birthright and lineage. Even the woman who has passed up silk still loves it. If she is intelligent, she suspects that adulteration is at the bottom of the trouble, and when her confidence is again won, she will become a larger buyer of good silk. She *does* have confidence in

If you have been judging silks by the miserable stuff sold so widely for some years—*stop now*, and remember the *silks of quality* that your grandmother knew and prized.

A good silk never was and never can be out of style. Black silks, evening silks, street silks, velvets, taffetas, wash silks—in good patterns and colorings—are *standard articles of wear*. If you don't care for fashion extremes—as most sensible women do not—there is no dress economy or style like a silk that you can wear more than one season.

But beware of the silks that are loaded with clay, tin and steel filings to give weight—look *always*, on *any* silk, for the name

Good Silk Is the Loveliest, Dressiest Material Woman Ever Wore

Marinette-American Guaranteed Silks

Beautiful, fashionable foulards, crepe de chînes, pongees, messalines, liberty and duchesse satins, taffetas, silk voiles, peau de soie, surahs, velvets, chiffons, wash silks.

—all marked with the same name, guaranteed by this company against cracking, fading, rotting by perspiration or sun, or splitting; all water-spot-proof.

Write for our helpful fashion booklet illustrating exclusive dress patterns in colors, gold-printed crepe de chînes for scarfings and fancy dress costumes; waist patterns, beautiful lining satins, bengalines, etc., that are the best style this and next year.

Make sure you call for "Marinette-American Guaranteed" whenever you ask for *any* silk.

Marinette-American Silk Co.

New York and Boston

AN IMAGINARY AD FOR TRADE-MARKED SILKS

and endeavored to compete on fashion lines with the run of dress fabrics. Foulards, for instance, were gingered up considerably.

An association of silk manufacturers some time ago subscribed for a publicity fund to get silk "into the running" again. The underground fashion railroads and the trade currents were struggled with, but it is a hard job to swing fashions from habitual

Skinner's satin—but it is the only silk material that has offered quality under a guarantee and made it known. Its success proves that if a combination of silk manufacturers of crepe de chînes, foulards, satins, surahs, pongees, taffetas, peau de soie, messalines, chiffons, voiles, velvets, wash silks, etc., were organized—let us say after the pattern of the American Woolen Company, in some respects—and a

single trade-mark for all were adopted, with a standard guarantee, a new era for silk would dawn.

America is to-day the leader of the world in silk manufacture, so far as quantity is concerned. But in quality, China and France have still some feathers in their caps, which they are likely to keep until pride in their industry induces more American silk manufacturers to set up good standards and apply modern methods of marketing.

Combination would be a fine thing for the silk industry, and the above suggested amalgamation under one trade-mark would simply follow the successful leadership of the woolen industry. Woolen manufacturers are decreasing in number, due to effective consolidation; whereas silk manufacturers increased from 483 in 1899 to 843 in 1909, a 75 per cent increase which, in the light of modern manufacturing experience, is unhealthy because too desultory and aimless.

The effect on consumers of such a trade-marked and advertised standard and broad line of quality silks would be very definite. Even though it is impractical to look for an early shift of fashion toward silk, the mere restoration of confidence in the material would be a great step forward. An advertising campaign laid out with the very best care, in the newspapers of the cities in which the goods were being handled, would be the first step in the big work. Even if only a small line of silks started under the central trade-mark—say foulards and other fairly popular silks as well as the staples—a good market would not be hard to develop. It is not impossible to veer fashions toward a point, with right advertising, for it has been done; and there is reason to believe it could be done for silk. Something, at least, of the old pride in a real silk dress might be recovered.

If the Silk Association were to stir itself out of lethargy and organize an advertising campaign, co-operating practically and fairly with the mills entering into the

plan, some real benefits worth ten times their cost could be obtained.

The commission houses themselves are in the best position to comprehend the value of a practical advertising campaign to increase the consumption of silk, for other textiles have been boosted by commission houses with great success.

In the various commodities like braids, etc., where silk has been used and where artificial silk is now making great strides, there is afforded more territory where defense of real silk is needed badly. In 1899 only 6,000 pounds of artificial silk material was used, while in 1909 there was used 876,000 pounds—an astonishing increase, full of significance, and carrying with it threats of annihilation of real silk because of the chemical progress in cellular investigation.

Silk's position in the market makes a vigorous and co-ordinated advertising campaign a practical necessity, and it is only a question of who will get there first.

CATHOLIC PUBLISHERS TO MEET

The first annual convention of the Editors and Managers of the Catholic Publications of the United States and Dominion of Canada, will be held in Columbus, O., on the 24th and 25th of August.

Richard A. Foley, of the Richard A. Foley Advertising Agency, Philadelphia, will speak at the Thursday evening session on "Advertising and Publicity," and addresses will also be made by Edward J. Cooney, of the Providence *Visitor*, temporary chairman; James T. Carroll, of the *Catholic Columbian*, Columbus; Rev. Peter E. Blessing, D. D., of the Providence *Visitor*; P. E. Sullivan, of the *Catholic Sentinel*, Portland, Ore.; J. F. Cahill, of the *Montreal Tribune*; Rev. David J. Toomey, D. D., of the *Boston Pilot*; W. A. King, of the *Catholic Union and Times*, Buffalo; C. W. Purrenhage, of the *Catholic Universe*, Cleveland; Dr. Thomas O'Hagan, of the *New World*, Chicago, and Martin J. Griffin, of the *Catholic Historic Researches*, Philadelphia.

HEARST PAPER IN ST. LOUIS

That William R. Hearst is soon to start a morning newspaper in St. Louis, is announced. It is said that Foster Coates, editor of the *Boston American*, will edit the new paper. The first issue will appear about November 1.

PROPER TRADE PAPER SERVICE

WHAT SHOULD AND WHAT SHOULD NOT BE EXPECTED OF THE PUBLISHER—GUARANTEE OF RESULTS TOO MUCH TO DEMAND—VARYING VIEWS AS TO VALUE OF DIFFERENT POSITIONS—SUBSCRIBERS' INTEREST THE REAL STANDARD OF VALUE

By John Clyde Oswald,
Editor, *American Printer*, New York.

My idea of the relations between the publisher and the advertiser is that so far as the publisher is concerned, the service he renders as a distributor of announcements, is the same that the advertiser gets from Uncle Sam. The publisher carries the announcement to the readers, and, speaking from a general point of view, that is all he should be expected to do.

In passing upon the character of the announcements he carries, he can reasonably be expected to censure them just as Uncle Sam would censure them; that is, to refuse to accept only those which are fraudulent, libelous, obscene or treasonous, but he is not called upon to decide that copy must not be used merely because it is unacceptable to some other patron of his advertising pages.

The trade paper publisher should not be expected to guarantee results from the distribution of the advertiser's announcements any more than Uncle Sam should be expected to guarantee results through distribution in other classes of mail matter. The publisher should at all times be prepared to demonstrate to the satisfaction of the advertiser just how many copies of his paper are circulated and to whom they are sent, but in the strict sense of the word, there his responsibility ceases.

Any departure from this general rule comes under the head of special cases, and requires special consideration. Just how far it may be departed from depends upon the desire of the publisher to secure patronage.

In my own office we are willing

to furnish copy for the advertiser, accompanied by a pencil sketch showing how it will look in type. Special drawings, photographs, cuts, etc., are paid for by the advertiser, as they should be. We write advertisements with the understanding that they are to be used in the *American Printer* only. If they are to be used in other publications we make a charge for the copy service.

Fixed position among the ordinary pages should command a higher rate. Most advertisers desire the upper part of the right-hand page, but our experience is that they are usually inclined to be fair and are satisfied if they get that position a reasonable number of times during the life of a contract. Some advertisers require the left-hand page, and so far as I can see one position is about as good as another.

The first and fourth cover pages should command a higher rate. I have never believed that the second and third cover pages were worth much more than the ordinary pages, although many publishers get an increased price for them.

The first of the ordinary advertising pages should command an increased price, and in publications where a frontispiece does not divide the advertising section from the first reading pages, the space opposite the first reading page should command a higher price.

It is the custom of many advertisers to require a position next to or opposite reading matter. We do not have such position in the *American Printer*, the line between reading matter and advertising being sharply defined.

If I were an advertiser I would stay away from such positions, because I believe the reading page draws attention *away from* rather than *to* an advertising page.

If color is to be added to an advertising page, we make it a rule to charge sufficient to cover the mechanical cost only. We do not charge extra for publishing reversed engravings (that is, white lettering on a black background) of advertisements because we hold it to be a mechanical problem

which is up to the publisher and not to the advertiser. We charge for a two-page insert printed and furnished by the advertiser, as we do for a single page.

The classified index should be considered from the standpoint of the subscriber, as, in fact, should all matters connected with trade paper publishing. Only the journal that puts its subscribers' interests above all other considerations, possesses much value to the advertiser.

TO REPRESS ADVERTISING SCHEMES

All scheme and special advertising, such as is solicited for programmes, laundry cards, time-tables, etc., have been condemned by a resolution passed at a recent meeting of the Saginaw, Mich., Board of Trade. The resolution recommended that the merchants of that city refrain from patronizing any of the numerous schemes of that kind until they had been favorably passed upon by the board.

The Chicago Advertising Association's ball team was beaten, 5 to 1, on August 3, by the summer team of the University of Chicago.

WINNERS IN COPY CONTEST

The O'Sullivan Rubber Company recently offered a series of prizes to students of all advertising schools for good copy work done on the subject of O'Sullivan Rubber Heels.

The advertiser reports that many excellent pieces of work were submitted. The first prize (\$100) was won by Harold W. Smith, of Freeport, N. Y.; the second prize (\$50) by C. L. Barstow, of Brooklyn, N. Y.; the third prize (\$25) by Willis R. Perry, of Syracuse, N. Y. Six other contestants submitted work that was considered good enough to be used, and were awarded special prizes of \$10 each.

Six of the prize winners were students of one advertising school.

The copy that won the first prize will appear in the September issue of *Munsey*, the copy that won second money will appear in October *Everybody's*, and the third prize winner will see his effort in November *Cosmopolitan*.

AD CLUB HELPING THE PRINTERS

Print, the Boston house organ published under co-operative auspices in the interest of the printing and allied crafts, has enlisted the aid of the Pilgrim Publicity Association in its campaign for more and better advertising for printers.

The George L. Dyer Company 42 Broadway New York



Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel

The Most Remarkable Automobile

The F. B. Stearns Company selected THE SMART SET to carry this unique

1st. On examination of *character* and *quality* of circulation, it was apparent that SMART SET readers could buy a high-priced car if they wanted to do so.

The advertisement occupies the three mo

SEPTEMBER, 1911

PRICE 25 Cents



FRONT COVER

STEARNS—KNIGHT TYPE MOTOR

Half a Million to Prove This Motor

€ Before you invest in a new car, examine the Stearns-Knight. See for yourself the engine that is revolutionizing motordom—that has been adopted by the European leaders in automobile design.

€ New to America, the Knight is not a new engine. For years it has been in use abroad. Over half a million has been spent in perfecting it. The Stearns engineers have expended over \$100,000 to offer a car embodying the genius of the world's greatest designers.

€ For many years the engineers of the most famous cars the world has ever known have labored unceasingly to prove this engine. For to displace the power plants which made them cars pre-eminent meant a motor far in advance of anything before produced—a motor which was not a mere improvement but a revolutionary step in advance.

The Master Motor

€ Cars equipped with the Knight type engine are everywhere the choice of Kings—Emperors of those acknowledged to be the best of the world affairs. In every country the greatest car now runs the latest Knight eleven-valve motor—the Daumler in England, the Mercedes in Germany, the Panhard in France, the Minerva in Belgium and in America the Stearns.

How This Model Was Tested

€ For two years before the public was offered the new Stearns-Knight model, it was tested and tried. The car and engine were proven in every known way. The Stearns engineers wrote to and secured opinions from practically every motorist whose car was equipped with the Knight engine. These opinions—from England, Germany, France and Belgium were all alike. The engine was a revelation—a masterpiece of modern engineering.

€ Then the Stearns engineers went abroad. They worked and watched in the factories of Daumler, Mercedes, Panhard and Minerva. They took the best idea of each and combined them with the best results of their own studies.



Stearns-Knight Motor

The Advertisement in the Popular

PAGE FACING THIRD COVER

Mental Champagne

That is how a clever man characterized the "Magazine of Cleverness." Moreover the sparkle lasts. The average magazine lives for a month only. THE SMART SET never loses its vitality. Each month the smartest, highest class, cleverest stories are in THE SMART SET. One hundred thousand circulation of THE SMART SET is worth more to the Quality Advertiser than two or three hundred thousand circulation of the ordinary magazine. Each copy of THE SMART SET is read by every member of the family and then handed around to friends and neighbors and relatives. Put an advertisement in THE SMART SET and you have started an endless chain.

Advertisement Ever Published

announcement of their wonderful new Stearns-Knight model because:

2nd. A definite Selling Plan was suggested in connection with the use of the space.

prominent pages in the September number.

STEARNS—KNIGHT TYPE MOTOR

years of experience in motor car building.
C. The result is the new Stearns-Knight. For nearly two years these cars have given admirable results.

Judge This Motor Yourself

C. Judge this motor by your ideas of what a motor should be. Judge it as did the Royal Automobile Club of England in "the greatest engine test ever recorded"—a trial that established a new standard for motors.

C. Judge it by its silence—its absence of vibration. Judge it by its gentle, silky feel. Judge it by the tremendous flow of power—power that carries one on and on and on, with never a falter nor tremor.

C. Then judge it by its simplicity. Remember that although it is a four-cycle motor there are no valves to grind. There are no noisy timing gears, cams and springs. Remember that there is nothing that can get noisy. And remember that the question which you most admire will only improve with use.

Send for the Story

C. The story of the Stearns-Knight has been told in book form. It is a story of gripping interest—a story of the bitter fight of Chas. F. Knight of Chicago to win recognition for his motor.

C. We have told, too, of the wonderful trial of the Knight motors by the Royal Automobile Club of England.

C. We have told how, after weeks of day and night running in the laboratory of the famous Brooklands track, a test equal to two years of service! These wonderful engines developed more power at the finish than at the beginning and showed no signs of wear!

C. Three hundred and "A Rule With This Card"—this is the story of the Stearns-Knight in the words of our Chief Engineer will be sent you upon request. Clip the coupon and send it to us or drop it in the mail.

The F. B. STEARNS CO.

1263 EUGENE AVENUE, CLEVELAND

Branches: New York, Pittsburgh, Atlanta, Minneapolis and San Francisco

dealers in all other principal cities and towns

ACKNOWLEDGED
AND ADOPTED
BY THE ROYAL AUTOMOBILE CLUB OF
ENGLAND IN 1904

USED BY

His Majesty, The King of Belgium
His Majesty, The King of Spain
His Royal Highness, The Prince of Wales
His Royal Highness, The Duke of York
His Royal Highness, The Duke of Devonshire
His Royal Highness, The Duke of Cambridge
His Royal Highness, The Duke of Gloucester
His Royal Highness, The Duke of Kent
His Royal Highness, The Duke of Edinburgh
His Royal Highness, The Duke of Argyll
His Royal Highness, The Duke of Fife
His Royal Highness, The Duke of Sutherland
His Royal Highness, The Duke of Buccleugh
His Royal Highness, The Duke of Argyll
His Royal Highness, The Duke of Fife
His Royal Highness, The Duke of Sutherland
His Royal Highness, The Duke of Buccleugh

Stearns
THE ULTIMATE CAR
(KNIGHT TYPE MOTOR)

KNIGHT—
The engine that supplanted the finest in the world



Stearns-Knight Five Passenger Touring Car

For Complete Description of this wonderful car and register see the two preceding pages



BACK COVER

THIRD COVER

Sir Quality Advertiser:

You are the only kind we want. You are the only kind who belongs in the SMART SET class. SMART SET readers are the clever people who have made money enough to enable them to enjoy the good things in life. They are whimsical, susceptible, particular and appreciative. If you can please them you will make a fortune. If you have something to sell that is a little better, or a whole lot better, than the ordinary run of merchandise, then THE SMART SET can put your goods into the 110,000 best families in the United States; but remember SMART SET people demand quality.

If you are doubtful, do not say a word, but use some other medium. If you are sure, then let us get together at once.

Yours cheerily,

Howard P. Russell

Advertising Manager.

A NEWSPAPER'S RELATIONS WITH ITS ADVERTISERS

NECESSITY FOR KEEPING A STIFF UPPER LIP IN THE PRESENCE OF UNWARRANTED DEMANDS FROM ADVERTISERS—PAYS BETTER IN THE LONG RUN—BACKBONE THE REAL ASSET OF A GOOD ADVERTISING MEDIUM—READER MUST BE PUT FIRST IF PAPER IS TO ENDURE AND PROGRESS—FROM TALK TO PUBLISHERS AT BOSTON CONVENTION

By Charles H. Grasty,
Publisher, the Baltimore Sun.

1. *The most prosperous paper in the country could be put out of business by twenty retail merchants getting together and withdrawing their advertising.*

2. *No paper can gain, perhaps no paper can maintain, the prestige necessary to make it a first-rate advertising medium without being independent of all those ulterior influences to which journalism is intrinsically subject—among which the advertising influence is at once the most seductive and the most deadly.*

How these two trains, going in opposite directions on the same track, may not telescope each other is the subject of my discourse. I cannot discuss it frankly without prefacing my remarks with an acknowledgment of the deep sense of right which as a newspaper man often in conflict with his advertising patrons and determined to maintain his own ideals, I have never failed to find at the bottom of their hearts. It seems to me, after all, that the success which has attended me in my little skirmishes has been attributable more to the idealism which my advertisers have concealed under a severe front of commercialism than to any gallant conduct on my part. With this candid admission at the outset, I shall feel that I can discuss with the utmost freedom the most delicate and most dangerous relationship that exists in daily journalism.

The business of a newspaper is made upstairs in the editorial

rooms. While energy and efficiency in the advertising department are essential in developing business, the primary and fundamental work is done by the editors and reporters. The goods you have to sell must be right if the salesmanship is to be effective. Over-keen solicitation does more harm than good over a period of 20 years, and no shorter time ought ever to be considered in determining the lines upon which a newspaper should be conducted. There is no sort of growth, not even that of a walnut tree, in which time is a more essential element. Public confidence is the root of the whole matter. There is no way to get it except by deserving it. That takes time. The weary waiting which confronts the newspaper striver has this great compensation: After he has worked the scheme out, the public will be just as slow to take away the precious gift of its confidence and bestow it on some one else. Promises and professions are not listened to by a naturally and properly skeptical public. Popular faith comes only after the most sincere tests of sincerity. In a recent address I ventured to define newspaper advertising as follows: If you have something to sell, you can go to a job printer and have a lot of bills struck off and distribute them around town. That is advertising in the crude state. Put the same matter in any kind of a newspaper, and that is advertising in a more advanced and effective form. Insert the same copy in a newspaper that goes into the home, with a hold upon the affections of the family circle, and that is advertising in the highest state. If a newspaper establishes itself in the family circle, the advertising will come to it. It is a matter of economics. A sincere and reliable newspaper that is in touch with real human interests will be read from end to end, advertisements and all. Therein lies the secret of the ability of the independent publisher to maintain his independence even in the face of advertisers' demands. If Smith on one corner

does not avail of the opportunity for business development afforded by good newspaper advertising, Jones on the other will, and out-strip Smith in the competition.

The greatest problem that confronts the daily newspaper is how to maintain the pleasant relations that should and do exist between the ordinary business enterprise and its patrons on the one hand, and on the other to eliminate this relationship entirely where it concerns the larger question of the performance of the public functions which belong to journalism. In the newspaper business alone, of all the various branches of human endeavor, is it necessary thus to carry on two conflicting functions. I think that most thoughtful publishers will agree with me in the opinion that the most deadly menace to independent and truthful journalism lies in the power of the advertiser. A compact body of advertisers, organized and acting in concert, can, in theory at least, decree the destruction of the average newspaper. The big advertisers are so big, their number is relatively so small and the effect of their leadership on other advertisers so potent that they are apt to arrive at a despotic conception of their right to keep out news, to have items put in that are not news and sometimes to dictate editorial policy itself. Against this power the newspaper has the recourse of a protest addressed to its public, but it must reckon on the savage punishment of the advertiser on the one side and the probable indifference of the public on the other.

This case was once put up to me by the proprietor of a well-known paper: "One of our local merchants who advertises extensively came back from Europe and declared at the New York Custom house that he had nothing dutiable. When his trunks were examined, \$30,000 worth of dutiable stuff turned up. The New York papers published the facts. Now, this man is a big advertiser and pays his bills regularly. Would you have

The mind and the means to buy

"CIRCULATION GOOD-WILL" is an arbitrary name we have taken to designate that portion of circulation — as distinguished from the total — that has the mind and the means to buy.

Its aspect is variant. "Circulation good-will" from the view-point of an automobile manufacturer is a very different thing from "circulation good-will" as viewed by a chewing gum advertiser.

Advertising space at present is largely bought and sold in bulk

—for two reasons.

1. The average advertiser has not yet awakened to the vital necessity of gauging the "circulation good-will."
2. The average magazine has not the facilities for demonstrating its "circulation good-will."

COLLIER'S spends \$3,600 a year in maintaining a circulation analysis that will demonstrate to any advertiser that part of COLLIER'S audience that is potentially in the market for his commodity

—and this circulation analysis will be presented to any advertiser, agent, or prospective advertiser who asks for it.

T. L. Patterson.
Manager Advertising Department



Collier's

THE NATIONAL WEEKLY

416 WEST 13TH ST., NEW YORK

printed the news about his custom house misadventure?" I replied that I would have done so, even if it had put me out of business. Not a single paper in the merchant's home city published a line about it. Nevertheless, the press as a whole in that city, as in others, stands for morality and decency.

It has fallen to my lot to be put into a great many trying situations with advertisers, and I have always found myself unable to act like a sane business man in adopting conciliatory policies. Any effort on the part of an advertiser to interfere with a newspaper in the performance of its duty as a purveyor of news or a leader of public opinion has always stirred something in me that I could not control.

It is only human that advertisers should be prone to press for all kinds of things that they ought not to have. In other lines of business it is usual to take care of the customer in every possible way. Publishers of newspapers would get human pleasure out of doing the like thing for those who directly support them, but newspaper management requires constant mortifying of the flesh. There must be a complete reversal of the usual methods in business. Although a few advertisers apparently determine the success or failure of the paper, it is really the reader who settles its fate. The advertiser to whom it is worth while to make a study of the matter knows this in his heart of hearts and is unhappy when a newspaper gives him the kind of favors that he fools himself into thinking he wants and that hurt it with the reader.

In my opinion, square dealing with the advertising body exerts an influence in building up a paper that extends far beyond the matter of good relations with the advertisers themselves. The way a newspaper treats its advertisers comes to be known to the general public and furnishes a key to the good faith of the paper throughout its whole policy. It has always seemed to me that only a one-rate paper could oc-

cupy a position of influence with its readers. I think that this principle of square dealing ought to be carried out to the last detail, not only for its value in itself but for the reflected light that it throws on the newspaper in every department of its activity. In developing new energy and new methods in the sale of advertising, great care should be exercised to draw the line at over-salesmanship. Every dollar too much of advertising that is sold will cost \$10 eventually. Every advertiser who is talked into using space that is not profitable to him is an enemy earned. No business is worth having unless it pays the advertiser. No business is worth very much unless it leads to more business. No year is successful unless it points to a still more successful year. That is what real progressiveness means.

AN IDEA IN BILLPOSTING

As it is now, each poster stands or falls by itself. It gets no help from the others it is situated near; rather it gets hindrance, as they all compete with one another for attention. It would be quite easy by judicious co-operation to increase the results obtainable from a posting campaign.

A start has been made in this direction by getting advertisers to allow their bills to be posted with a border round them of some neutral color. This greatly improves the appearance of the hoarding (billboard), and lends added force to each bill upon it.

Surely it would be easy to get the advertisers to go a little farther in the way of co-operation. Suppose, for instance, the hoarding, instead of being merely a well-laid-out hoarding, had had some sort of a running head referring to the posters on it in terms that would be sufficiently novel to make people realize that it was a new idea. Would not each poster have gained an added force?

The person to make the first move would seem to be some billposting contractor. The simplest form would be by getting eight advertisers of, say, a household trade, and using a heading to some such effect as "Do you use these goods in your house? They are the best."

Better, probably, than any of these would be some plan bringing in the competition element with prizes offered.

—*Printers' Ink*, London.

The New York *Globe* has recently established an uptown office in the PRINTERS' INK building, 12 West Thirty-first street, New York.

THE METAL TRADES AND THE NEWSPAPERS

A GREAT DEAL OF METAL WORK BUSINESS RIGHT UNDER THE MANUFACTURER'S NOSE CAN BE DEVELOPED BY LOCAL ADVERTISING—THE FOLLY OF HOLDING UP LOCAL MANUFACTURERS FOR "SPECIAL EDITIONS" INSTEAD OF SHOWING HIM HOW TO USE NEWSPAPER SPACE IN A SMALLER WAY ALL THE YEAR ROUND

By C. A. Tupper,

Of the Reliance Engineering & Equipment Company, Milwaukee, Wis.

During the past year, particularly, I have had impressed upon me the fact that in the realm of local newspaper advertising there are many opportunities for the development of business, due advantage of which has not been taken by manufacturers of machinery and others engaged in the metal working industries.

This is, perhaps, owing as much to unintelligent, spasmodic use of space as to any other cause; and the daily papers have, themselves, contributed largely to that end by their periodic descents upon local business men, including manufacturers of machinery, for advertising in special editions.

In other words, the publishers, instead of trying to show a manufacturer how he can obtain *results*, by the use of newspaper space, have frankly held him up for "backsheesh,"—usually at New Year and one or two other times in the annual season. In this way they get contracts out of a certain percentage of the manufacturers in the community, principally those whose policy it is to "keep on good terms with the press," and they let the rest go.

Also, the advertiser is squeezed for just as much as he will stand for, on the theory that nothing more will be forthcoming until "next time," *i. e.*, when another special issue appears.

As to the use to which this space can be put the average newspaper solicitor has only the vaguest ideas. If certain machinery is advertised, someone

may see it who will want to buy; but he isn't especially concerned with that. He has the advertiser's contract, which usually represents so much commission to himself, and that is all he cares about.

This situation is aggravated by the fact that special editions are frequently, if not ordinarily, prepared by men employed from the outside, who make a business of going from one place to another and working each field, in succession, for one of the local papers.

When through with a city, they collect their money and get away just as soon as possible. Often, to do so, they insist upon having the special advertising paid for in advance, and usually the "contributors" are willing to accommodate them. In their hurry they are glad to take less if they can get it promptly.

While in the employ of a large manufacturing company, I had, for some years, the disagreeable duty of dealing with this class of solicitors; and I turned their anxiety for a quick get-away to good account by advising them that all bills above a certain amount had to go through special auditing.

Ordinarily, they did not want to wait, but accepted our contract for a smaller space, payment for which I could authorize at once.

To a certain extent newspapers are, perhaps, justified in levying tribute upon local industries in the guise of special edition advertising; for they have helped to build up the communities, with corresponding benefit to manufacturers in many directions.

This, however, is offset by the direct benefit to the papers themselves of all increase in manufacturing, with the growing population, extension of local trade and enlarged advertising which it brings.

But, granting this more or less involuntary co-operation, why can it not be supplemented by real local advertising, so planned as to profit both parties to the contract?

The reason, as I have found it, is that the average manufacturer has neither a knowledge of how

to use newspaper space nor an appreciation of its value; and the business department of the newspaper has no idea what to recommend. There is, however, opportunity here for a close, careful study of conditions, the possibilities of which are very large.

I shall not attempt here to solve the problem; but some items of my personal experience and observation may have suggestive value.

First of all I would say that the secret, to the manufacturer of machinery or other metal work, in getting value from newspaper advertising, lies in the use, *continuously*, of small space. Large displays in special editions, even if made specific in their application, are like a flash in the pan; they are seen once, if at all, and forgotten; but the small item appearing as a reminder, day after day, that such and such articles of common use are manufactured locally gradually impresses itself upon the consciousness even of the busiest reader.

In the mining papers, for many years, appeared a card with the query, "Who Builds the Best Mine Pump?" and the answer, in spread-out letters, was PRES-COTT. This is copy that an advertising agency would scorn; but, for my own part, I never think of mine pumping without also thinking of Fred Prescott, who, starting a small shop at West Allis, Wis., not many years ago, recently sold the business for a large sum to the International Steam Pump Company.

It was built up largely on that one persistent query, "Who Builds the Best Mine Pump?" Every mine superintendent in the world, where American mining papers are read, if he had that question put to him suddenly, would answer "Prescott" almost before he thought. I know, because I have tried the trick on numerous occasions. The advertisement has become an obsession.

Now the same principle—though its form of application does, and should vary—applies also to the advertising of machinery and other metal products,

The Message

The
message of
the editor
and the
message of
the advertiser
are one
and
inseparable
in the
Woman's Home
Companion.

mechanical or electrical appliances, etc., in local papers.

It is not best exemplified by announcements of machinery, for example, for which the industries of a city are famous, and which all citizens know about, but in advertising of the innumerable subsidiary lines locally produced, in relation to which very little is commonly known.

A standing grievance among manufacturers in almost every community is the fact that users of much of the machinery they produce will buy from concerns at distant points, when something equally good or better, perhaps at a lower price, can be obtained right at home.

But, when the manufacturer's salesman inquires why he wasn't given a show, he is met as often as not with the response: "I didn't know any one here made such a machine." Often, too, there are several who do.

There is a company which builds large air compressors driven by engines. Occasionally there is a demand in the community, from some large plant, for a machine of this kind; and the first instinct of the user is to turn to the local manufacturer, of whose work in this line he knows very well. The same company, as a much later development, entered upon the manufacture of small motor-driven compressors.

These, being adapted to a great variety of service, are capable of being widely used in the community. But how many does the company sell there? Very few indeed. Only a small fraction of the number of possible customers, despite the fact that they have been liberally circularized, realize that such apparatus is locally produced. I can speak positively of this, for I have tested it out. In addition there are hundreds of others who have never had their attention forcefully or persistently called to the advantages of using electrically operated compressors; who do not know what can be done with them. For both classes the most effective means of reaching the man responsible for buy-

ing is through his daily paper.

Three or four lines, pertinently worded, will be enough to arrest his attention, as his eye falls on this item, day after day, following a paragraph to the effect that "The subject of a new court house is being discussed by the board of supervisors" or that "W. J. Fitzgerald has been appointed assistant general freight agent by the Erie R. R.," or some other bit of current news.

That, by the way, is the location for this class of advertising. I do not believe in tucking it away in the classified columns.

The effect of the advertisement is, however, not confined to the city of publication. Most important journals circulate throughout their states, and some go largely into other states; hence the item is brought before a very considerable number of possible customers.

Now for standard equipment the situation is different. If a lathe, or a boring mill or a planer is needed, the man who requires one will turn naturally to the advertisements in the *American Machinist*, the *Iron Age*, or *Machinery*, if he has not already made up his mind what he wants; but anything special of quite general use is different.

No manufacturer, however, is going to undertake an extensive advertising campaign in trade papers for the sale of a side line; therefore, the local newspaper offers him his best and most inexpensive medium for reaching the greatest possible number of prospective users by a single means.

I never look through the telephone directory of our city without having impressed upon me, by the classification of business enterprises in the back, how many things are being manufactured locally of which I had no knowledge.

This, too, despite the fact that my business has compelled me to become fairly cognizant of the industries of the place.

As another illustration take the matter of special facilities for any kind of work.

By means of new processes of

KANSAS

The State of Golden Opportunities

In 1861 Kansas was a wild prairie and practically none of its soil was devoted to agriculture. This year the farm products of this rich state will total nearly 600 Million Dollars and to-day there are 200,000,000 acres of land under cultivation and 14,000,000 acres more fenced in for live-stock raising. The agricultural population consists of two-thirds of the total population of the state and the great bulk of the trade of the dealers comes from the farmers and their families. There are only 13 towns in the entire state which have a population of over 10,000, so it is easily seen that for an advertiser to secure the bulk of the desirable trade in Kansas, he must advertise in the medium which has the confidence and sales producing influence with these people.

The Kansas Farmer

is the oldest farm paper in the state, having been established for over 49 years. It is purely a farm paper, prints no politics or other outside matter, all of its editorial strength being directed to solving the farm problems of the Kansas agriculturist. It is bought solely for its editorial excellence and because it is the only farm paper in the state which devotes its entire energies to the farmer's interests. It has 53,000 paid subscribers weekly, of which over 46,000 reside in Kansas. It reaches every week an average of forty subscribers to the post-office in Kansas and is known to be the best medium through which an advertiser can secure efficient representation before the wealthy farmers' families of this rich state.

We have evidence to submit which will prove to your satisfaction conclusively, that THE KANSAS FARMER is a cash producer for its advertising patrons.

Where may we send it?

THE KANSAS FARMER, Topeka, Kansas

Geo. W. Herbert,
Western Representative,
First Nat. Bank Bldg., Chicago.



Wallace C. Richardson, Inc.,
Eastern Representatives,
41 Park Row, New York City.

Member Standard Farm Paper Association.

autogenous welding, such as the oxyacetylene method, it has become practicable to repair broken castings in very quick order, and they are just as serviceable as before the fracture. Large machinery building plants, all through the country, are putting in equipment for this purpose; but the smaller concerns do not feel warranted, as a rule, in going to the expense. For their benefit, therefore, welding outfits have been added to the equipment of many repair shops.

But is it generally known in a city that such outfits are available and where they can be found? It certainly is not. Many and many a broken part is thrown on the scrap heap, when it might be quickly mended, and the user often incurs expensive delays, while the machine stands idle, until a new part can be secured. Repairs of this kind are liable to be needed in any factory, whether its equipment includes shoe machinery, looms, punch presses or what not.

Two or three lines in a local paper, continuously inserted, would bring to a repair shop, with a welding outfit, all the work it could handle. I have noticed such advertisements in a Seattle paper and understand that, by means of them, a large business in welding and brazing has been built up along Puget Sound by the several concerns engaged in that line of repair work, and the announcements that I saw were poorly placed at that.

Related to the above is a different class of local advertising which I have known to be successfully conducted by metal-working establishments. These had been obliged to install special machinery, in order to take care of certain necessary operations in their shops; but the tools were not kept busy all of the time. Hence, it occurred to the proprietors to advertise locally for custom work which could be done on the same machines. The result, in more than one case, has been that the tail now wags the dog. Not only are the original machines run to their full economical

capacity, but more have had to be installed.

Then, there is the tailings or waste from numerous industries. This, by means of continuous local advertising, in a small way, could frequently be disposed of at the factory door with good profit, where it is now shipped some distance and pays little more than transportation charges or forms an unsightly, cumbersome dump. A great deal of this kind of business could be secured by newspapers in the average community, if they took pains to develop it. Incidentally, too, they would be getting in touch, through it, with other opportunities of the sort outlined above.

The old standby of newspapers, in the line of machinery advertising, is second-hand equipment. Dealers in such machinery invariably find it profitable to run cards in local papers; but I question whether it pays to do any special advertising of this kind locally. If I have an engine, or a machine tool or a complete secondhand plant to dispose of, or anything specific to offer, I can get a hundred replies from the classified columns of the machinery journals to one that might come from a newspaper advertisement. Here, as in the case of all standardized equipment, the demand is concentrated; and the man who wants to buy will look first in his trade paper. Even the prospective purchaser in the same community where the secondhand machinery is held will be best reached by that medium.

There should be and is no conflict between the claims of newspaper and trade paper advertising, for the reason that each occupies a distinct field. They are, in fact, open to effective co-operation.

As an instance, take the small shop proprietor who has a limited output of special machinery, which he builds mostly on order from people in the vicinity of his plant, with only an occasional shipment outside. The trade journal solicitor, calling on him, finds that he does not yet feel strong enough to push out after business.

preferring to cultivate the local field until more working capital has been acquired. Most of the large machinery building companies of to-day started in this way.

Now the trade journal solicitor, when he realizes that there is nothing to be secured, goes away after other game, without troubling himself any further about this small fry. If, however, he or his employers took the matter up with one of the local newspapers, giving the latter the benefit of their expert knowledge of conditions in that line of industry, and making suggestions for cultivating the shop proprietor as a local advertiser, it would, in many cases, hasten the day when he would be a good prospect for the trade journal. Under circumstances such as above noted, the local paper is in a position to help build up a small machinery business until it becomes one of much more than local importance.

I might go on almost indefinitely

citing other means of effective co-operation between machinery manufacturers or dealers and the local papers, through small but continuous advertisements; but most of these will occur to any one who makes a systematic study of the situation in any community, including the careful "survey" of local industries and a comprehensive listing of all local products; and I think I have said enough to indicate the possibilities.

How much better it would be, all around, if newspapers relied less upon special editions for lining up machinery manufacturers as advertisers and devoted their energies to establishing an enduring all-the-year-round business from the same sources. To do so means unremitting effort, as the average manufacturer fights shy of local advertising; but it can be accomplished by intelligent, discriminating work, for the opportunities are there in abundance.

H.E. LESAN ADVERTISING AGENCY

We would be judged by
all as we are judged by
those whom we serve

General Offices
381 Fourth Avenue
New York

Branch Office
Old Colony Building
Chicago

Columbian-Hampton's Magazine

ANNOUNCEMENT

THE Publishers of HAMPTON'S and THE COLUMBIAN announce the discontinuance of these magazines as separate and distinct publications, and their consolidation into one, to be known as COLUMBIAN-HAMPTON'S MAGAZINE, a standard monthly.

THE first number—OCTOBER—will make its appearance on September 16th. The circulation will be in excess of 550,000. Rate \$400 per page up to and including the February 1912 issue. Thereafter \$500 per page to everyone—no reservations at the lower rate being acceptable.

Insofar as ADVERTISING—its value—quality—cost—is concerned, the effect of the merging of these two excellent advertising mediums is to place the COLUMBIAN-HAMPTON'S MAGAZINE in the foremost rank with the magazines of greatest circulation. It means 73 cents per page for each 1000 of high-class circulation.

Editorially the new magazine will be the equal of any published. Its contributors will number the foremost writers and thinkers of the day. For instance, we have just contracted with SIR GILBERT PARKER and REX BEACH—two famous writers—for serial stories. Their writings will appear in an early number and run simultaneously until completion.

**550,000 Circulation
for \$400!**

IT SPEAKS FOR ITSELF

Columbian-Sterling Publishing Co.

Advertising Department

66 West 35th Street, New York

Boston

Detroit

St. Louis

Chicago

ART STANDARD HIGHER IN BUSINESS LITERATURE

LIVE DISCUSSIONS AT DEPARTMENT OF PRINTING AND ENGRAVING, BOSTON CONVENTION, YIELDS GOOD CROP OF PRACTICAL SUGGESTIONS—DUMMY BUSINESS A SCANDAL—DEALING WITH PRINTERS

How full of practical interest the sessions of the Department of Printing, Engraving and Business Literature at the Boston convention were may be gleaned from the fact that at the opening meeting on the second day not less than one hundred men took active part in the discussion. Only three of these read papers; the rest spoke extemporaneously out of their experience in support of criticism of the views expressed.

A suggestion from the chairman of the session, Fred E. Johnston of Dallas, Tex., that it might be possible to organize the Department for permanent work was greeted with applause, as was also a suggestion from another delegate to arrange for a large and thoroughly educational exhibition for the next convention.

The sentiment of the session was all one way: that increasing attention is being given to typography, engraving, paper, and general appearance, and should be. The advertising managers who spoke were as insistent upon this as were the printers and engravers, who naturally would be expected to hold such views. All agreed that there was a general trend toward more artistic and hence more expensive booklets. "Even the farmer has been discovered as the possessor of taste," said J. S. Potsdamer of the Ketterlinus Company, Philadelphia, "and one concern manufacturing agricultural implements, the Johnston Harvester Company, is putting out booklets this year which are examples of the best eight-color work obtainable, and it is paying from \$300 to \$500 for a single drawing or painting for reproduction in the booklets."

At the same time, there was a desire, oft expressed in the open-

ing session, for something approximating a standard of prices and a better knowledge of the art on the part of the advertising manager.

Mr. Johnston, in opening, outlined the importance and possibilities of the Department. Mac Martin, of the Mac Martin Advertising Company of Minneapolis, gave the first address on "Theory of the Relation of Printing to the Creation of Advertisements."

In studying any piece of printing, he said, we should ask the one question: Is it relevant? The relation of the art of printing to the creation of advertisements consists in the different forms of relevancy which the art of printing can bring to bear. These forms might be called the real *tools* of the printer, and he named five: the style of type face, color harmonies, shape of booklet, width of margins and white space, and texture of the paper.

This same thought was handled in a general and popular style in relation to "Engraving" by Thomas E. Basham, secretary of the Advertisers' Club of Louisville.

W. G. Hastings of the Johnston-Dallas Advertising Agency, Dallas, led the discussion of Dummy Copy, etc.

L. D. Hicks, manager of the Booklet Department, Massengale Advertising Agency, Atlanta, in the course of an interesting paper, suggested that it would be a step in the right direction if all of the publications should carry on their rate cards information as to the character of the stock in the advertising section. This would help all advertising managers and educate some who are now a little foggy as to the kind of engraving to run in this or that publication and the right screen for halftones, etc.

An interesting attempt to inject the spirit of advertising into a printing and engraving plant was described by James S. Potsdamer of Philadelphia. In his establishment the heads of departments held monthly meetings

at which addresses were given by advertising men from the outside. These were unquestionably deriving much benefit from them.

The question was raised as to whether it ever paid to send out "cheap" booklets and was answered at once from different parts of the room in the negative. No one took up the cudgels for "cheapness for cheapness' sake."

"Who pays for the dummy?" asked Mr. Martin later. "I don't, any longer," he said. And there were plenty to agree with him in the interesting discussion of the topic.

"Suppose five printers and engravers submit bids," said Mr. Martin, "and are foolish enough to pay the expense of a dummy—say \$25—that is altogether a one-sided transaction. Only one man can win; the other four are out \$25 apiece. Taken in consideration with the fact that it is only a one-to-four chance, or even worse, because more than 65 per cent of the orders on which bids are asked and dummies are submitted are never given at all—taken in connection with this, it is not worth while. I decided that we would make a definite change, that we would explain what we could do in the way of a dummy for \$25 or \$50 or \$100, and then if the dummy were ordered we could make an exact estimate on that."

"This dummy business has fairly become a scandal," said John Redfield, advertising manager of the Yale & Towne Company, New York. "It is overdone. The finer the dummy the less likely it is to bring the order: in this case there seems to be a suspicion on the part of managers as to the ability of the printer or engraver to carry out things on the scale indicated."

"I have adopted a very satisfactory way of dealing with the printer—the man that I know very well. When I have a booklet or piece of printing in mind, I call him in and ask him to think about \$50 worth or \$100, and when he has used up that amount of time to come to me and tell

me how far he has got and then I will decide if we want to go further. I know that his time is worth something, and that if he is to continue in business he has got to be paid for it, and this seems on the whole the best way of arranging for it. At any rate, it has proved satisfactory."

An instance was related by Mr. Marcellus of New York, where the bid of his company for a piece of printing was \$1,000 higher than the next bidder in a \$4,000 job. This disparity in prices so impressed the customer that he was anxious to learn the cause. This permitted of a canvass of the whole process, with the costs and profits included. The result was that the order was given, and the printer did not have to pay for the dummy either. In this case, the high price was a guarantee of quality, and the customer was able to appreciate it.

The discussion drifted into the question as to the astonishing divergences of estimates, not only of different printers on the same job, but of the same on different jobs.

This is due, in the opinion of Mr. Finley of Boston, to the fact that printers have been guessing for so long, and guessing almost as often on the wrong side as on the right. He thought conditions were bringing about an improvement.

Mr. Kennedy of New York remarked that the cost system now being perfected will enable the printer to tell the cost of the different elements that enter into a job, but as he can rarely tell how long it will take to do the job, we cannot hope that the variations in estimates will be very soon done away with. He thought that the day was coming when the printers would charge so much for costs and so much for commission, and let the buyers see the figures.

Mr. Finley replied that the study of costs would itself tend to make the printer a better estimator, and he looked to see a very marked improvement in the next four or five years.

Mr. Wetherell pungently ob-

MORE ABOUT THE SOUTH!

The Most Prosperous Section of the World Today!

The South increased its Wheat Production last year by about Twenty-Six Million Bushels, which means about Thirty Million Dollars More for the South, as against forty-five million bushels LOSS in other Wheat States.

Are You, MR. ADVERTISER, getting YOUR share of these Millions of Southern Dollars?

There's only one way to reach these prosperous Millions—Advertise in these leading SOUTHERN DAILY NEWSPAPERS:

(Combined Circulation over a MILLION)

ALABAMA

Birmingham Ledger (E)
Mobile Register (M & S)
Montgomery Advertiser (M & S)

FLORIDA

Jacksonville Times Union (M & S)
Jacksonville Metropolis (E)

GEORGIA

Albany Herald (E)
Atlanta Constitution (M & S)
Atlanta Georgian (E)
Atlanta Journal (E & S)
Augusta Chronicle (M & S)
Macon News (E)
Macon Telegraph (M & S)
Savannah Morning News (M & S)
Savannah Press (E)

KENTUCKY

Louisville Courier-Journal (M & S)

LOUISIANA

New Orleans Item (E & S)
New Orleans Picayune (M & S)
New Orleans States (E & S)
New Orleans Times-Democrat (M & S)

NORTH CAROLINA

Charlotte News (E)

SOUTH CAROLINA

Charleston Post (E)
Columbia State (M & S)

TENNESSEE

Chattanooga News (E)
Chattanooga Times (M & S)
Knoxville Journal & Tribune (M & S)
Knoxville Sentinel (E)
Memphis Commercial Appeal (M & S)
Memphis News-Scimitar (E)
Nashville Banner (E)

TEXAS

Houston Chronicle (E & S)
San Antonio Express (M & S)

VIRGINIA

Richmond Journal (E)
Richmond News Leader (E)

For Information, Rates, etc., write any of the papers mentioned here

served that the trouble with the printing question is that most advertising managers do not know how to buy printing. The best way to clear up the situation is for the managers to learn their own business, and the printers theirs.

Friday's session was no less interesting and helpful than the one held on Wednesday. M. T. Frisbie, advertising manager of L. C. Smith & Bros., Typewriter Company, Syracuse, N. Y., read a paper on "Custom," in which he made the point that custom held the written word in thrall more than it did the spoken word, and that advertising managers should exert themselves to break away from traditional, conventional ways and blaze new paths, guided of course by experience and common sense.

C. R. Lippmann, special writer, of New York, illustrated a practical talk on "Abuse" with a score or more of examples of booklet covers, inside pages and magazine ads, in which the type was either too small or large, eccentric or over-refined; the border too emphatic and distracting; the illustrations unsatisfactorily arranged for easy examination, and other similar faults observable.

A defense of system in all details of business, in follow-ups, acknowledgments, mailing lists, etc., was made by K. L. Murray, advertising manager of the Beatrice Creamery Company, Lincoln, Neb.

The right kind of a form letter, he said, was undoubtedly a big factor in any advertising campaign. Too much was made of brevity. Many letters were killed by making them short. A letter long enough to tell the story, supported by a well-printed booklet, was full of possibilities.

Acknowledgment of orders was too often neglected. It was naturally not so important in the case of an article without repeat orders. It was particularly important in the case of the first order.

A very necessary thing in the case of mailing lists was to test it once in a while by the use of

two-cent postage, so as to cut out the "dead ones." In fact, "cutting out the dead ones"—the "dead" papers, superfluous words, lifeless words, meaningless phrases, weak argument, summed up a desirable attitude.

The need of co-operation between manager and agent, and agent and printer, was emphasized by Thomas E. Basham, of Louisville, who gave instances of where the best laid plans had gone "agley" because of the failure of one of the parties to carry out the work as planned.

"We use red stamps for our form letters and follow-up, and sign with ink," said G. E. French, a mail-order advertiser of Statesville, N. C., and started a lively discussion.

"If the matter is strong enough it doesn't need two cents," said J. S. Potsdamer, of the Ketterlinus Company, Philadelphia. "It's not a question of postage, but of the strength of the advertising appeal. I know of a man who spent upwards of \$50,000 a year for direct advertising, who shifted from a form letter with two-cent postage to a folder with one cent, and he is saving \$28,000 out of the \$50,000 and doing more business."

Mr. Hale, of Boston, instanced a case in which \$1,000 spent on a well-printed folder brought back \$44,000 worth of business.

The question arose as to whether people in general, including those of the rural sections, were really fooled by the two-cent postage into considering the form letter a personal one. Some speakers, including William J. Berkowitz, president of the Berkowitz Envelope Company, of Kansas City, Mo., thought that the unstamped envelope carrying the "permit" had become a recognized institution and that the dweller in rural communities had been educated up to it. There were few so green nowadays as to believe that printed matter was gotten up for them alone. There was a difference in favor of the two-cent letter for another reason: He had inquired of many mail carriers and they had told him that they always gave the two-cent letter

the preference; they deliver it first and the rest take a chance. Oftentimes there are wagon loads of the circular letters held up.

It being suggested that a vote on the question of the relative value of form letters and folders or booklets was desirable, this was met by a substantially unanimous opinion that they had respective fields and should be used in combination.

The question as to what should be done with the man who writes back asking to be taken off the mailing list was interestingly discussed. Mr. Lippmann said that he saved these prospective customers up for the period between Christmas and New Year's when they were more open minded and in a mood to make the proper resolutions.

Mr. Berkowitz gave them different treatment. He wrote them *personal* letters, regretting that they had been annoyed by the follow-up and stating that their replies had been laid upon his (the president's) desk for consideration. This paved the way

to a more intimate touch, which in his experience had often been effective.

Permanent organization was effected by a vote empowering the chairman to appoint an executive committee of five members.

PROMOTION OF COMMERCE BY THE FEDERAL GOVERNMENT

The Bureau of Manufactures of the Department of Commerce and Labor has just issued a pamphlet of fifteen pages, called "Promotion of Commerce," which every manufacturer and business man would find useful on his desk or in his files.

After a rather full description of the work of the Bureau of Manufactures, the pamphlet outlines briefly in short paragraphs, somewhat after the manner of the Congressional Directory, the duties and functions of various branches of the Government which are carrying on service related to the promotion and development of trade and manufacture. Over thirty bureaus and branches of the Government are listed from the Departments of Commerce and Labor, State, Interior, Agriculture, Treasury, War, etc.

Hibben S. Corwin, publisher of the Peru, Ill., *News-Herald*, and one of the pioneer daily publishers in northern Illinois, died recently.

Make a trial of the Medical field, by an advertisement in the

MEDICAL RECORD

A Weekly Journal of Medicine and Surgery

(Established in 1866)

AMERICA'S LEADING INDEPENDENT MEDICAL JOURNAL

Sample copies and rates on application to the Publishers.

WILLIAM WOOD & COMPANY

PUBLISHERS

51 Fifth Avenue

New York

GUIDE ENTERTAINS ENGLISH DELEGATES

The English delegates to the Advertising Men's Convention and a number of others were entertained by O. J. Gude at the Aldine Club on Wednesday, August 9. The retiring president, S. C. Dobbs, and the new president of the association, George W. Coleman, were there to give a final message that will be carried back to the advertising men of Great Britain. All of the guests assembled at Mr. Gude's office, and after inspecting each department, were escorted to the Aldine Club, where dinner was served.

After the dinner speeches were made by A. W. Gamage, of London; A. E. McBee, J. Charles Greene, J. E. Linihan, William C. Freeman, George W. Stembridge, S. C. Dobbs, George W. Coleman, Louis Kaufmann, O. J. Gude, Roy L. McCardell, J. M. Hopkins. The guests were then taken to enjoy a ride on special sight-seeing cars along "The Great White Way," where the different electric light signs have made Broadway famous. A supper was given after the auto ride.

The English visitors spoke in the highest terms of the high character of the ads on the Gude bulletins and said they had made Broadway known all over the world.

All the visiting delegates spoke in the highest terms of the reception that had been given them in this country, and the cordiality that had been shown them by advertising men wherever they had called. They expressed the hope that in the near future a convention could be arranged in London, that would give the advertising men of Great Britain and America an opportunity of becoming better acquainted with each other's methods.

Mr. Gamage in his speech told in a very interesting manner, the way in which he started advertising. The cost of his first ad was seventy-five cents, and he is now spending £35,000 a year.

Among those present were Messrs. Robert J. Danby, A. E. McBee, J. E. Linihan, Alfred J. Frueh, L. C. Thomson, A. E. Gude, L. D. Falk, H. J. Mahin, G. T. Macdougall, A. W. Gamage, Geo. W. Coleman, O. J. Gude, Geo. W. Stembridge, S. C. Dobbs, Hupton Hadley, W. Chapman, W. F. Wentz, John W. W. Mudie, Henry D. Newhall, James P. Gilroy, A. E. Owens, Louis Kaufmann, Roy L. McCardell, J. M. Hopkins.

S. HART GOES TO EUREKA, ILL.

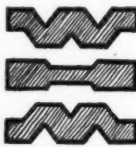
Stephen Hart, until recently secretary, treasurer, and advertising manager of the Tradesmen's Publishing Company of St. Louis, has been elected a director and also secretary and treasurer of Dickinson & Co., Eureka, Ill., growers and packers of corn and other farm products.

In addition to being secretary of the Sales Managers' Association of St. Louis since its organization, Mr. Hart has interested himself in other movements, notably the "Made in St. Louis" week.

EVOLUTION OF A TRADE-MARK

The recent experience of the W. H. McElwain Company, of Boston, has shown that a trade-mark or a trade name cannot always be suggested out of hand, even by those who have a gift for that sort of thing. It often takes a good deal of time and patience to develop and test these things after the original idea has been suggested.

A great many of the company's employees and friends took a lively interest in a contest for ideas which was recently conducted. Hundreds of



THE ORIGINAL SUGGESTION AND ITS SUCCESSFUL MODIFICATION INTO FINAL SHAPE

clever designs and suggestions were received, together with 2,600 different names.

A booklet published by the company tells the tale of the chosen trade-mark from the original suggestion offered by F. M. Butts, of Boston, down to the design that is now officially registered as the McElwain Mark.

An additional prize was granted Charles R. Capon, an artist with the Griffith-Stillings Press, who first suggested the logical position in which to place the sole of the shoe.

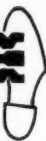
The names adopted for the line of shoes are "McElwain Five," "McElwain Four-Fifty," etc.

"In all the twenty-six hundred suggestions received," says George W. Coleman, the company's director of publicity, "no one proposed this series or any one of them. Some suggested the word 'McElwain,' and many suggested it in combination with another word, but no one conceived anything so simple, comprehensive and clear as 'McElwain Five,' etc."

"Many of the suggestions were exceedingly clever and interesting. 'The Tale of a Trade-Mark' is really a severely abridged edition of the facts, though it gives a very fair idea of the process of development which was applied not only to Mr. Butts' idea, but also to other original suggestions which did not work out so satisfactorily."

E-MARK

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YOU CAN TALK TO


ALL CLASSES—
ALL THE PEOPLE
ALL THE TIME

only by using

Street Car Advertising

"THE GOLDEN ROUTE TO SUCCESS"

And you can talk to **ALL** the people for **LESS** **THAN HALF** it will cost you to talk to **HALF** **OF THE PEOPLE** any other way, or all other ways combined. We mean **JUST THAT**.

 Read it again—analyze it!

Street Car Advertising is **SUPREME** as the most **ECONOMICAL** and most **EFFECTIVE** National Advertising Service.

We represent, exclusively, the Street Car service in more than three-fourths of the cities and towns in the United States, Canada, Mexico, Cuba, Porto Rico, Philippine Islands and Brazil. We plan and furnish every requisite of the largest and smallest advertising campaigns.

Street Railways Advertising Company

LARGEST ADVERTISING ORGANIZATION IN THE WORLD

WESTERN OFFICE:
First National Bank Bldg.
Chicago

HOME OFFICE:
Flatiron Building
New York

PACIFIC COAST:
California Street
San Francisco

What the Chicago Sunday

Chicago Sunday Examiner

621,406 net paid
circulation at
55 cents per line.

Chicago Sunday
Tribune,
Chicago Sunday
Record-Herald,
Chicago Sunday
Inter Ocean,
COMBINED
circulation
580,000 at \$1.10
per line.



How About Your A

CHICAGO OFFICE
10 South Franklin Street

Sunday Examiner Does

Some Results from the Chicago Sunday Examiner

107,000 Coupons
from a single issue to a
Food Concern

\$38,290.00 in
direct sales to a
land company
from one
advertisement

85% distribution
among grocery
stores to a soap
company



Your Advertisement?

NEW YORK OFFICE
25 East 26th Street



It's *Your* Turn Now, Mr. Advertiser!

The cry, "Westward Ho!" in the middle of the last century, started millions of pioneers toward the vast West. They and their descendants have developed the great Northwest until it is today the fastest growing market in the world—a market of unlimited possibilities.

Now it is "Westward Ho!" for the advertiser—to develop this great Northwestern market for his goods. The

SEATTLE TIMES

affords the advertiser the shortest road to Seattle and the entire Northwest. The Times is in a class by itself in the Northwestern field.

Are you one of the advertisers who have awakened to the wonder possibilities of this Northwestern market? The opportunity is here for *you*—investigate it.

TIMES PRINTING CO., Seattle, Wash.

THE S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives

NEW YORK

KANSAS CITY

CHICAGO

ADVERTISING AND DAILY BREAD

CLAIM THAT ADVERTISING HAS INCREASED THE COST OF LIVING IS SHOWN TO BE A FALLACY—FIGURES DO NOT SHOW THAT ADVERTISED BRANDS ARE HIGHER THAN BEFORE ADVERTISING—PER CAPITA SHARE OF ADVERTISING EXPENSE PROVES SMALL PART ADVERTISING HAS IN INCREASED COST OF LIVING—EXTRACTS FROM ADDRESS AT BOSTON CONVENTION

By *Mrs. Helen Mar Shaw Thomson,*

Of the Mahin Advertising Company, Chicago.

I wonder if it was an advertising man who first advanced the idea that advertising was the cause of the increased cost of living?

My grocery bill for June, 1911, was exactly double what it was for June, 1910. Our rent has raised fifteen per cent within the year. We pay our maids seven and eight dollars a week now, as against four and five a week five years ago. But there has been such a demand for "conference copy" that our household had no cause for complaint, and so it has been everywhere. We pay more—out of our increased incomes.

Yet some one has advanced the argument that advertising is to blame for the whole thing.

Let us see.

To begin at home, the writer has been for many years directly engaged in the occupation of building advertising campaigns, working in close touch with advertisers who spend many thousands annually, receiving their confidence as a lawyer receives the confidence of his clients. In all this time, I have never once known of an advertiser who increased the retail price of his article one penny in order to pay for the advertising of it.

That we might have the facts at first hand, however, I made inquiry of a number of very representative advertisers who are among the most careful as well as

among the most successful. Most of them were unknown to me personally.

Every reply but one positively asserts that the advertiser has never added to the retail price in order to defray the cost of advertising. This one exception, while not claiming to have added to the price in order to pay for advertising, intimates that the manufacturer can maintain a higher price for his advertised brands than he can for his unadvertised ones, for the reason that the advertised article is actually one of higher quality.

Is the advertising cost an *unnecessary* expense to the consumer or is it an economy?

Do the goods he buys cost more, because of the advertising, or do they cost less?

Many articles have been written showing that advertising has lessened the cost of selling. If we could look and listen, within the walls of two large manufacturing concerns long enough to observe the facts, we would find that the one, having a carefully organized selling department in which advertising was intelligently used, conducted its business with far more economy and far less friction than the one depending upon a staff of salesmen, demonstrators and dealers to introduce and market its goods.

As a concise summary of the points we would gain from a long observation of the methods of manufacturers who advertise and those who do not, let us turn to the official findings of the Commission upon the Cost of Living appointed by the state of Massachusetts to ascertain the causes of the recent increase in prices. The report of this Commission contains the following:

"That (competitive) advertising is an economic waste and contributes to the rise in prices and hence to the increase in the cost of living, cannot be questioned. Not only the novelties of commerce, but also the necessities of life, feel its baneful influence. One of the hopeful signs of the times is the tendency of progressive business men and their publicity

experts to abandon the piratical style of advertising and to adopt saner methods. Properly directed advertising helps to enlarge the sale of goods and thus enables the producer to lower his prices, to the advantage of both himself and the buying public."

This paragraph, which sums up the official view of the part which advertising has played in the drama of high prices, would be funny if it were not so serious, representing as it does, the conclusions of trained economists and practical men of affairs. The statement would also seem to be paradoxical, were it not for the fact that it refers to two distinct classes of advertising. Unfortunately the Commission appears to base its conclusion upon the evil results of "piratical advertising," although it grants the advantages to be derived from "properly directed advertising."

There was never a time when advertising was so carefully prepared or so "properly directed" as at present. The advertiser counts every cost and knows every expenditure. He knows exactly what classes of people are his consumers and he knows or can know, exactly what mediums to use, in order to reach the class of people he wants, and he can know which ones not to use.

So closely has waste been eliminated that the successful advertiser can closely calculate the business he will do by the business he has done. He has his sales-advertising force so organized that if he doubles his advertising he will double his sales, and more. There are cases on record where this has been done.

An advertiser, one of the greatest, recently remarked to his advertising agents: "You have covered my field. We are reaching the people who are, or should be the consumers of our goods. If we do not put the goods where these people can get them and get the dealer and our salesmen to let the people know, locally, that these goods are available, that is our lookout."

Here, as always, when rightly done, advertising created the de-

mand at a cost so slight per person that it could scarcely be figured, as we will show. The whole territory was covered simultaneously. To-day a product is unknown. To-morrow the public is clamoring for it. Think of the time, labor and expense which would be required to acquaint the public—millions of people—with any one article by any means other than intelligent advertising!

That advertising is an expense we do not deny. It is a distributive cost for which the consumer pays, and for which, when he understands its value, he pays willingly. The economic law that the consumer pays the distributive, as well as the manufacturing cost, is not a new decree; but the suggestion which has gone out, that advertising has been a factor in the rise of living expenses has, perhaps, been confusing, causing the consumer to lose sight of some facts which we hope to bring to his attention.

Advertising has not caused package goods to be higher in price, but advertising has made known the fact that these goods are to be had, and has helped to educate the public to the truthful idea that package goods are cleaner and more wholesome. In this sense, advertising has tended to raise the standard of civilization.

To get at real figures, let us again turn to the conclusions of the Massachusetts Commission. By a calculation based upon the pages of reading and of advertising matter, and the advertising rate, per page, of a number of leading magazines, the Commission estimated that the annual advertising expenditure of the entire world was no less than *two billion dollars*.

"Such enormous expense," observes the Commission, "can be met in no other way than by additions to prices of the articles advertised."

We will not even stop to refute this appalling statement.

While two billion dollars must seem to the consumer like an alarming amount when he is calmly told that he is footing the bill, he is *not* told, at the same

time, of this. This tising amon tion, d This p be "to little timat accep this pence each year. Sup gumme prop adder and a ful, of th which be, v the i year, only of b crack coats unde furn etc., be s chas diffic as th our wha adder ticle tible B of sum ing, clain ally E one er inqu that prie the S ceiv sinc not I wo rill

time, what is his individual share of this appropriation.

This two-billion-dollar advertising appropriation is distributed among the world's entire population, estimated to be 1,520,000,000. This places the advertising bill to be "footed" by each person at a little less than \$1.32 per year. Estimating the average family at the accepted average of five persons, this places the advertising expense to be annually borne by each family at about \$6.60 per year.

Supposing for the sake of argument that this advertising appropriation had been arbitrarily added to the price of the goods, and supposing it to be a wasteful, unnecessary expense, instead of the money-saving investment which our evidence proves it to be, when divided up among all the items purchased, during the year, for the family, counting only such necessities as packages of breakfast foods, canned goods, crackers, cakes of soap, hats, coats, suits, gowns, shoes, gloves, underwear, collars, handkerchiefs, furniture, cooking utensils, etc., etc., the amount per family would be so small for each item purchased that I believe it would be difficult for even so wise a body as the High Cost Commission of our wise Bay State to say exactly what amount could have been added to the price of any one article in order to make it perceptible.

Before dismissing this subject of actual expense to the consumer, with relation to advertising, let us listen to those who claim that advertising has actually lessened the cost of living.

Even in these enlightened days, one will occasionally hear a dealer argue to a customer who has inquired for an advertised article, that "advertising only adds to the price and there's no money in these advertised goods, at that."

Such dealers are certainly deceiving themselves, if they are sincere, which we fear they are not.

In this connection, we have a word from the Burnham & Morrill Company, who believe that



Before the days of the Butterick Trio woman's labor was cheap.



Today woman has time for better things because she has been taught that there are labor-saving devices and how to get them.

Every manufacturer who makes something that a woman ought to know about can become a part of this process which is daily going on in the homes of all readers of

The Butterick Trio

Robert Frothingham
Advertising Manager

Butterick Building, New York
F. H. RALSTEN, Western Adv. Manager
First National Bank Building, Chicago

advertising lessens the cost of advertised articles to the consumer, because if the advertised article were not available, private brands with exclusive sales privileges, would be sold with higher profits to jobbers and retailers.

The Welch Grape Juice Company also shows that advertising has lessened the cost of production and, in consequence, has increased the dealer's profit. Mr. Edgar T. Welch recently wrote: "Every dealer has had drummed into his ears that old cry of, 'Look how much money they spend on advertising! Who pays for it?'"

"Let us ask you this: If it had not been for Welch advertising, what would the grape juice trade have amounted to to-day?"

"Welch advertising created the grape juice market; Welch quality sustains it.

"Good advertising is an investment. One essential of good advertising is persistency. Only by advertising can we secure a wide distribution. Only with a wide distribution can we maintain low prices.

"In 1897, the first year we located in the Chautauqua grape belt, we paid \$10.00 per ton for grapes. The output was 50,000 gallons. We have become increasingly large factors in the Concord grape market. We insist upon, and get the very pick of the crop. We pay more than others. With us making larger and larger purchases annually, and taking our choice of the grapes, the price has steadily gone higher. In October, 1910, we paid \$43.00 and over per ton. We have a million and a quarter gallons of grape juice for the 1911 business.

"Yet Welch's Grape Juice is sold to the trade to-day at lower prices than in 1898. And we are paying \$33.00 and more per ton over the 1898 price for grapes."

There are many definite instances in which prompt and widespread distribution of commodities through the influence of advertising, are shown to be an economy to the public.

Surely it is worth something to the writer that the production

of goods in tremendous quantities, the direct result of advertising, affords more work, steady work and at higher wages, to thousands and thousands of men and women. Without advertising these men and women would be obliged to work harder and for less wages. Advertising makes their work easier, because it results in their having the most improved facilities possible—new machinery, easy to operate and rapid, enabling them to earn more.

Advertising makes their work pleasanter, because it builds for them large, new, light and comfortable factories in which they enjoy many comforts they could never have in their homes, and in which they learn habits of daily living which, carried into their homes, results in happier, healthier children and more comfort for every member of the family.

Assurance of better quality is in itself ample justification of the slightly higher prices which we grant may be charged for some advertised articles, and this quality certainly exists.

Capital and skill have produced good goods without advertising; but the purchaser has no sure way of distinguishing many of the good, unadvertised brands from unadvertised goods of inferior quality.

When Mr. F. N. Doubleday, head of Doubleday, Page & Co., was planning the great new Doubleday-Page building at Garden City, N. Y., he conceived the idea of putting in a co-operative store. He thought he could save money for his employees by purchasing in quantities and selling on the least margin possible, and he thought he could save them time by placing these home-shopping facilities within the building in which they worked.

He found, upon investigation, that he could save them a considerable amount of money by carrying a line of unadvertised foods that were wholesome though not of proclaimed quality. To his amazement, he found that such goods could not be carried without great loss, as the employees preferred advertised brands.

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TEN COMMANDMENTS FOR SUCCESS IN ADVERTISING

By C. M. Weissels.

I.

Don't make up your own advertising schedule—proverbially, "the man who is his own lawyer has a fool for a client."

II.

Don't write your own advertisements; you have an axe to grind and can't hide it. You are prejudiced. You look at your proposition from the viewpoint of the seller—you're not after the seller, you want the buyer.

III.

When you employ an advertising man, don't force him to please you with copy—he isn't trying to sell you anything. If the copy brings results, that will please you so much it won't be necessary for the copy to please you.

IV.

If you employ an advertising man to do it, let him do it. It would be foolish to get a physician to prescribe medicine for you only to throw it out the window and prescribe for yourself.

V.

Don't use small space. When you're addressing an audience, it is unwise to talk in a whisper, few will hear you; if you can't use good size space, to talk out loud, still.

VI.

Don't "test out" the value of ad-

vertising with one or two insertions. There are a lot of heavy-weights on the ice. If it bears them, it will bear you. There's no use testing a thing which you see working.

VII.

Don't quit after a few insertions. The man who courts a girl for a few weeks and quits, because she doesn't fall into his arms, is simply leaving the field clear for the other fellow. It takes time, attention and persistency to win a girl—trade is just as coy.

VIII.

Don't use a bad illustration in expensive space—you wouldn't buy a lot at Broadway and Forty-second street and build a shanty on it.

IX.

If your first year's advertising doesn't come up to your expectations, don't quit. If you want to build a twenty-five-story business, don't stop at the foundation.

X.

If you are not dead sure your product will repeat, these commandments are not intended for you; you are not ready to advertise.—From a Boston convention address.

The People's Press Publishing Co. was recently organized at Portland, Me., with \$10,000 capital stock, to do a printing, publishing and advertising business.

The Milwaukee Journal showed an increase, in the volume of advertising carried, during July, 1911, as compared with July, 1910.

Of itself this may not seem to merit special attention, but there is something connected with this showing that calls for consideration.

Nothing Short of Remarkable

Not only did The Milwaukee Journal make an increase in July, 1911, over July, 1910, but it also gained in July, 1910, over July, 1909. And this increase after having made one in July, 1909, over July, 1908—and so on for years.

But then this is not all.

For years The Milwaukee Journal has been carrying a larger quantity and variety of advertising than has any other Milwaukee daily.

In recent years its lead has been greatly widened.

During the past six months The Milwaukee Journal carried nearly one half million more agree lines of advertising than did the next nearest daily.

Merit only wins such conspicuous success; merit only brings such steady and substantial increases.

The circulation of The Milwaukee Journal is the foundation of its success as an advertising medium. The circulation of The Milwaukee Journal has kept up a steady increase.

THE MILWAUKEE JOURNAL'S DAILY AVERAGE CIRCULATION FOR TWELVE MONTHS IS 64,366.

Daily average for July, 1911, 65,388.

THE ADVERTISING RATES, 7c PER LINE FLAT.

C. D. BERTOLET,
Foreign Advt. Manager,
1101-1110 Boyce Bldg., Chicago.

J. F. ANTISDEL,
Eastern Representative,
366 Fifth Ave., New York.

DAILY PAPER AS SEEN FROM THE INSIDE

INJECTION OF MORE HUMAN INTEREST IN ADVERTISEMENTS WOULD HELP ALL AROUND—MISTAKES THAT NEED CORRECTION BEFORE THE NEWSPAPER WILL MAKE MAXIMUM APPEAL TO THE MANUFACTURER—FROM ADDRESS BEFORE DEPARTMENT OF DAILY NEWSPAPERS, ASSOCIATED ADVERTISING CLUBS OF AMERICA, BOSTON

By William C. Freeman,
Advertising Manager. *The Evening Mail*, New York.

It was John Wanamaker's faith in newspaper advertising—his faith in the kind of newspaper advertising that talked out in meeting to the people—that stirred up all of the merchants of Philadelphia. Philadelphia, as you know, sets the whole country a good example in the volume and character of the advertising printed in her newspapers.

I have learned that whenever merchants realize that their advertising must be *human*, must be full of *interest*, must be *instructive*, must be *impelling*—they then begin to get maximum results from it.

Newspaper advertising never fails if the copy embodies these four important points.

It is sad to relate, but it is true, nevertheless, that there is less human interest copy printed in the newspapers in the city of New York than is printed in the newspapers in any other city in America.

The majority of the advertisements are mere type effects and price bulletins, and the merchants who use this style of advertising claim that New Yorkers have not the time to become interested in human-interest advertising—that there is no human nature in New York, anyway—all of which is utter nonsense.

John Wanamaker, with a store that is supposed to be far away from the shopping center of New York, does the greatest business of any retail store in New York.

His advertising is *human-interest* advertising.

The Mark Cross Company uses a column advertisement and takes a third of the space to print two paragraphs that are full of *human interest*. The rest of the column shows a trade-mark and some illustrations of goods that they want to sell. The Mark Cross Company does the largest specialty business in New York City.

Rogers, Peet & Company's daily advertisement is a treat to the reading public. It is a *human interest* talk. It pays. Rogers, Peet & Company do the largest clothing business in New York City.

The New York Telephone Company and the Consolidated Gas Company and the Edison Electric Company, through *human-interest* copy, have stimulated wonderful interest on the part of the public in the manner in which they conduct their business; they have made friends of the people and their business has increased enormously.

Other great stores have also succeeded by following their own methods—using the stereotyped price bulletin and the ordinary type effects—but that is because they are doing business in a wonderful city with a population at their doors representing about one-fifteenth of the population of the entire country. So many people have to buy somewhere!

How much greater would the business be, how much greater interest would their advertisements arouse, if they made them really readable—if they actually made them real *news*!

Newspaper advertising has improved greatly but there is still room for greater improvement. Let me briefly outline how it may be improved.

First, newspapers make the mistake of not always employing the highest grade of representatives, men of ability, men of resourcefulness, men of character, men of tact, men of persistency, men who are paid well enough to always look prosperous.

Have you ever noticed the type of men who represent the great

weekly and monthly publications? Don't they look their part? Don't they look prosperous? They are all well paid. It always pays to pay a man well. You then get the maximum of service.

Second, newspaper publishers do not always impress their representatives with the fact that their chief function should be to go out and develop advertising for all newspapers, *not always* for their own particular publications.

The chief trouble lies in the fact that newspaper representatives talk their own publications first and try to point out to advertisers the mistakes they make by using the other fellows' publications.

Do not newspaper representatives who do not talk newspaper advertising in its broad sense hinder the development of newspaper advertising, particularly among the manufacturers of the country?

Is not this one of the reasons—if not the great reason—why the newspapers have not shared more liberally in the general publicity of the manufacturers of the country?

Should not newspaper publishers abandon mere selfish effort for a big general effort, which, in the end, will result in the good of all?

Third, there are too many newspapers that are careless about accepting a great many advertisements that are offered them. They do not inquire into the stability or character of the business that is advertised.

Will the newspapers, as a whole, ever get their share of this volume of business unless they standardize their own advertising columns? Will they ever get it until they make it known to their readers that they print only trustworthy advertisements?

Fourth, newspaper advertising rates are pretty generally discredited by the better class of general advertisers, and by the better class of advertising agencies. Newspapers, as a whole, have the reputation of selling their space at bargain prices.

The knowledge that newspaper rates can be stretched to meet any

emergency has hurt the development of newspaper advertising in the general field. It has kept advertising agencies from advising their clients to use newspapers.

Fifth, a differential rate on what newspapers term general advertising and local advertising also militates against a more rapid development of newspaper advertising in the general field.

Some newspapers charge a very much higher rate for general publicity than they do for local advertising. They operate on a different basis. For instance, the local rate may be ten cents a line subject to contract discounts, and the general rate may be fifteen cents a line subject to contract discounts.

This is a fault that also must be corrected before the newspapers will get their share of general publicity.

If a newspaper is worth fifteen cents a line to the general advertiser, it should be worth that much to the local advertiser—as a matter of fact, the general advertiser has less chance of getting adequate results from his advertising than the local advertiser, because the local advertiser is constantly reminding the people in his community of their everyday needs, while the general advertiser offers to them some special article.

Newspapers are the natural media—the password between the advertiser and the reader, between the manufacturer and the consumer, between the merchant and the people in his community.

After a business has been established through the aid of the newspapers it can then branch out and do general publicity, but the start should be made in the newspapers first. There is less waste in newspaper publicity of the right sort than in any other form of publicity. There is a greater opportunity of making a success than through any other form of publicity.

MONTGOMERY JOINS PROCESSION

A \$15,000 advertising campaign, to exploit the resources of Montgomery, Ala., and to advertise its advantages, has been practically decided upon by the Business Men's League.

Let's Look at it from this viewpoint—
Quality of Circulation! The

New York American

which stands unqualifiedly for cleanliness, which employs the ablest writers in the country, which makes no specialty of any department, but seeks to excel—and succeeds—in every department.

**What CHARACTER of circulation do YOU
 think such a paper is BOUND TO HAVE?**

What KIND of people find interest in Edwin Markham, in Elbert Hubbard, in Alfred Henry Lewis, in William T. Stead, in Guy Pene Du Bois, in John Temple Graves, in Thomas C. Shottwell, in Winifred Black and Ada Patterson, in Kirk, Jones, Oppen, Fisher, Powers and a score of other brilliant writers and cartoonists?

Isn't it quite reasonable that such a paper, day after day, **APPEALS** to **FAMILIES OF INTELLIGENCE? IT DOES**—and to a greater extent than any other New York Morning Newspaper. It is confidently submitted that the

Oppel, I issue, I own and a score of other brilliant writers and cartoonists?

Isn't it quite reasonable that such a paper, day after day, **APPEALS** to **FAMILIES OF INTELLIGENCE? IT DOES**—and to a greater extent than any other New York Morning Newspaper. It is confidently submitted that the

American's Big Home Circulation

is worthy the careful and immediate consideration of advertisers everywhere.

That the above facts are generally realized by successful advertisers, both local and foreign, is indicated by the remarkable volume of advertising which the American published in the first seven months of this year, and during which period it not only **CARRIED MORE** display advertising than its two nearest competitors, but **GAINED MORE**.

Gains in **DISPLAY ADVERTISING** from January 1st to August 1st as compared with the same period in 1910:

| | | |
|--------------------------|---------------|-------------------------------|
| New York American | Gained | 1101³ Cols. |
| New York World | " | 656 ³ Cols. |
| New York Herald | " | 182 ¹ Cols. |

The Morning American

The net circulation of the New York Morning American (excluding the great Sunday Edition) exceeds 265,000 copies daily, of which more than 225,000 copies are sold in Greater New York and its commuting zone—a greater net circulation than that of the New York Times and Herald combined, and by many thousands greater than the circulations of the Herald, Press, Tribune and Sun combined.

The Sunday American

for more than **ten consecutive** years has had an average net paid circulation equal to that of **any two other** New York Sunday newspapers **combined**.

HOW "DES MOINES IDEA" WON "PRINTERS' INK" CUP

BROAD AND GENEROUS CONCEPTION OF ITS DUTIES AND OPPORTUNITIES AS AN ADVERTISING CLUB LEADS TO REMARKABLY VARIED AND EFFICIENT WORK WHICH HAS LIFTED ADMEN'S CLUB HIGH AMONG THE COMMERCIAL ORGANIZATIONS OF THE CITY AND STATE, AND COMMANDED INCREASING RESPECT FOR ADVERTISING

In winning the PRINTERS' INK Cup, the Des Moines Admen's Club has done considerably more than merely distance its eight worthy rivals for the distinction of being the most useful club of the year; or of setting up a new high-water mark of club achievement. Its record is chiefly interesting and valuable as the efficient expression of a new spirit and a new understanding, and the "Des Moines idea" seems likely to be just as fruitful in the advertising field as it is becoming in the sphere of municipal government and city-building.

The PRINTERS' INK Cup Committee of the Associated Advertising Clubs of America, having announced the winner of the contest, is now engaged in putting the evidence for all nine competing clubs in such shape as to be available for use by all of the clubs of the country. It is possible, however, to sum up at this time what the Des Moines Club has done, leaving the comparison of her work with that of other clubs for later consideration.

The award was to be made "to the club which makes the most practical use of its opportunities during the year." The Cup Committee made a more precise definition of this last May, as given in their report, printed last week. In effect, they defined the practical usefulness in question as consisting in improving the breed of advertising, and in learning and teaching the best ways of solving publicity problems, whether working apart as in-

dividuals, or together in clubs and associations and communities.

Other clubs have studied advertising and carried out the programme of the national committee on education, but none more intelligently, with greater attendance, or with greater demonstrated profit, than Des Moines. Moreover, Des Moines has utilized the interest and power generated by these meetings to send their messages into other clubs and associations and communities.

It has organized its own club in the most efficient way and by club activities kept it at a high pitch of efficiency. They have organized many clubs in other cities of the state and they have drawn them together in a state organization, the first of its kind.

Finally, as a club, working all together, it has taken up private enterprises and municipal and state needs and advertised them with success, and in so doing has made the greatest possible demonstration of the value of advertising.

As a consequence, the club stands among the most active and influential in the city. It has set so high a mark for itself and it is succeeding so measurably in approximating it, that the attendance at the weekly meetings reaches an extraordinarily high percentage, and every report shows progress. It *must* show progress—no other kind of report is accepted.

In doing all that it has, for itself and others, the club does not forget to give a large share of credit to the newspapers of the city and state which have supported its every move with the most generous publicity.

The club conditions in Des Moines are similar to those in many other cities. There is a Commercial Club and a Greater Des Moines Committee, composed of the active men of the community. With these clubs, the Admen's Club works hand in hand. Perhaps nothing better illustrates the conditions than the fact that E. T. Meredith, publisher of *Successful Farming*, who

is an active member of the Admen's Club, is also president of the Commercial Club, and Lafe Young, Jr., of the Des Moines Capital, another active member of the Admen's Club, is president of the Greater Des Moines Committee.

There has also been the closest co-operation with the real estate exchange and with the city government under the commission

the government of the club, but pay \$10 a year for the privilege of attending the forty regular weekly noon-day meetings and the twelve regular monthly evening meetings of the club.

The active membership of the club is divided into five standing committees, with a member of the board of governors as chairman of each committee. There are twenty members of the club on each committee. This puts a definite responsibility on each member.

The entire membership is also divided into squads of five, each squad having a member from each committee.

This double or cross-organization, if we may so call it, provides for the most perfect collection and dissemination of ideas.

The member for squad No. 1, for example, who is also a member of the programme committee, is expected to get from the other four members of his squad all of the ideas they have about programmes, and report to the chairman of his committee, so that the chairman may have data from which to arrange a series of programmes.

At the Omaha convention a year ago, Iowa was represented by one club—the Des Moines Admen's Club. Soon afterward, the Admen's Club organized a special committee of eleven to cover the eleven congressional districts of the state.

Since that time, admen's clubs have been organized at Cedar Rapids, Davenport, Hartley, Iowa City, Maquoketta, Muscatine, Newton, Sioux City, Waterloo, Clinton, Iowa Falls, Nevada and Fort Dodge.

The Des Moines Admen's Club has furnished a model constitution for each of these clubs and has assisted them through personal work and correspondence.

In February representatives of these newly organized advertising clubs of Iowa met in Des Moines and organized the first state association of advertising clubs in history.

An educational course suitable for use in these smaller clubs



PRESIDENT LE QUATTE AND THE "PRINTERS' INK" CUP

of Des Moines plan in all measures when such co-operation could be of value.

From a practically unknown club, with only four representatives at the Louisville convention in 1909, the Des Moines Admen's Club jumped at a bound to a place among the leaders of the national association with a membership of somewhere between 70 and 80 at the time of the Omaha convention a year later.

Soon afterward, the active membership was limited to 100 members. This was done for the purpose of limiting active participation to men of close connection with the production, purchase or sale of advertising. For some time this active list has been full and the club has a waiting list. Out of this list has been created a visitors' list, the members of which have no voice in

has been prepared by a committee of the state organization, on which a member of the Des Moines Admen's Club serves as chairman.

Up to the time of the state convention, the Des Moines club had furnished not only the men to do the organization work, but the money to finance it. It was soon found possible to capitalize the club's growing reputation. It handled the advertising of the Princess Theater of Des Moines for one week and netted for itself \$500. This money was made the nucleus of the fund for organization work.

Since the state convention, other clubs have joined Des Moines in extending the organization work, particularly Cedar Rapids, Waterloo and Iowa City. At the regular monthly meetings of the club, the basis for lectures, papers, speeches and discussions has been the programme outlined by the committee on education of the National Association.

Among these was the section covering the national convention. It was decided some months ago that Iowa should have a special train to the convention at Boston and that Des Moines' proportion on that train should be approximately 75 people. Mr. Meredith, the publisher of *Successful Farming*, proposed to pay one-third the railroad fare of 150 advertising men from the state of Iowa to the national convention and return.

On all the other subjects proposed by the national committee on education which have thus far been discussed, special papers have been prepared by members of the club and read before the monthly meetings and discussed by the members. A member is always assigned to prepare a paper, which paper is submitted a week in advance of the meeting to other members of the club, who are thus prepared to discuss its principles at the meeting.

Recently, for the double purpose of raising money for the Boston convention fund and for demonstrating the practical value of its work, the club handled the

advertising for the Wellington Hotel Café for one week, and made a profit for itself above all advertising expense of more than \$200 and the proprietor had the biggest business in the history of his hotel.

Last Fourth of July, the club conducted a very successful all-day "safe and sane" celebration at the state fair grounds, without asking either the city council or the merchants to contribute a cent.

These examples are recognized as so typical of what the Admen's Club was capable of doing that several insurance companies, laundries, shirt factories, cigar manufacturers, fireless cooker makers, bankers, tailors, schools and others have offered to pay either cash or a percentage of the business if the club would direct their advertising for a short period.

One of the leading business colleges in the city has practically completed arrangements to pay the club for conducting a course of advertising in that college during the coming year.

The president of the club recently addressed a number of important organizations on advertising, and found the keenest interest manifested in the subject. The addresses were reprinted by the organizations in a number of instances, as well as reported at length in the press.

Something like thirty other speeches have been delivered by members of the Des Moines Club during the year before various commercial bodies in the state.

The Des Moines Club has furnished two of the twelve departments in the national association and has furnished active members for two other important national committees.

The monthly organ of the club, called the "Dambazoo," carries the substance of the principal papers read before the club, together with other educational matter, into the hands of a thousand men interested directly or indirectly in advertising.

One specific instance will give an idea of the manner in which

and teaching the best ways of solving publicity problems, whether working apart as in- illustrates the conditions of fact that E. T. Meredith, publisher of *Successful Farming*, who

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the Admen's Club has co-operated with the various commercial organizations, the city and state. The city government desired to make a proper showing at the municipal congress to be held in Chicago. Representatives of the different organizations were called into consultation with the city. The matter of selecting available exhibits and outlining the method of presentation, so that the city might get the maximum amount of advertising out of the exhibit, was referred to the Admen's Club. Their recommendations were adopted and the plans were financed by the city government and the commercial bodies.

Even before the recent census showed a loss of population to Iowa, due to the influence of advertising by other states and by Canada and Mexico, the Des Moines Admen's Club was alive to the situation and started an educational campaign throughout the state for the purpose of awakening the people as to what Iowa had to offer and of securing a state appropriation for publicity. The newspapers carried column upon column of educational matter supplied by the club committee of eleven.

This work was endorsed by the commercial clubs in the state, the Manufacturers, the Publishers and a score of other organizations.

The original bill did not pass because of lack of funds in the state treasury, but the work done by the club inspired the real estate boards of the state to propose that the real estate dealers of the state should be taxed \$10 each to raise a fund of \$50,000 to advertise the state. This bill passed the house but was killed in a senate committee, apparently for political reasons.

The campaign is already started to pass this bill during the next session of the legislature. The Governor has promised to sign it.

A bill empowering Iowa manufacturers to create and protect in Iowa a trade-mark to distinguish Iowa goods has been saved from extinction and been supported by

the club with promising possibilities.

A plan to promote the sale of Des Moines-made merchandise in the city of Des Moines has been drafted by a special committee of the club. This includes an advertising week for Des Moines manufacturers. During this week, which will be some time in September, the club will *manage and direct advertising campaigns* in the city of Des Moines *for such manufacturers as will pay the cost of the advertising*, with the purpose in view of demonstrating to these manufacturers that it is *their fault and not that of the people* if the people buy merchandise manufactured elsewhere because similar merchandise manufactured in Des Moines has not properly been brought to their attention.

Insurance advertising has been improved and increased in the city of Des Moines, as a result of its club's efforts.

The club, through its committee of eleven, offered a \$50 loving cup to the person who would write and have printed in an Iowa newspaper the best article showing why Iowa should advertise.

And these are only typical instances.

THE PENALTY OF ADVERTISING

Editor—"We are sorry to lose your subscription, Mr. Jackson. What's the matter? Don't you like our politics?"

Mistah Jackson—"Tain't dat, sah; 'tain't dat. Mah wife jes' been an' dun landed a job o' wuk foh me by advertisin' in youh darned old papah."—*Puck*.

NEW MARKET FOR BARRELS

A small tailor in the Twin Cities has a head for advertising. In front of his store stands an oil barrel with the head knocked in. The barrel is bright green and on it in red letters is painted: "Stand in my barrel while I press your suit for 50c."—*"Zenith."*

An "18-Karat Message," to show dealers a "gilt-edged way of getting business" is being sent out, in high-grade gilt covers, by the J. Stevens Arms & Tool Company, Chicopee Falls, Mass.

EXPERT FIGURES HEARD AT POSTAL HEARINGS

Technical matters took up much of the time during the second week of the Congressional committee investigating the rates charged by the postal authorities for second-class mail matter.

Charles H. McBride, the railway mail expert, entered into a mass of figures to support the contention of the department that the present rates are too low in proportion to those charged for other classes of mail matter, and should be increased.

Postmaster-General Hitchcock and Second Assistant Postmaster-General Stewart were present part of the time, and there was a full representation of publishers to listen to a searching cross-examination of Mr. McBride by Herbert Noble, their counsel. He questioned the witness for several hours in an endeavor to show that the Postoffice authorities had no scientific ground for their division of the cost of the postal service between different classes of mail matter.

Mr. McBride was not willing to admit that there could be any appreciable increase in the volume now carried without a considerable rise in the cost.

Justice Hughes, chairman of the commission, asked as to the effect of a falling off in the quantity handled. This, Mr. McBride declared, if it amounted to a decline of 50 per cent might result in a saving of 25 per cent in expense.

Mr. Noble made a point of the fact that a large proportion of the second-class mail is not handled in transit, but is handed over to the postal authorities already pouched.

Mr. McBride, however, stuck to his statement that it takes three times as long to handle second-class mail as it does first-class matter, and insisted that at least one-half of the second-class mail was handled by the Post-office clerks.

Gilbert Howell addressed the commission in behalf of the publications issued by the fraternal insurance societies.

Second Assistant Postmaster-General Stewart asked permission to put in the revised estimates of the Post-office Department, from which it appeared that the Government had reduced its figures with regard to second-class mail.

It came out during the questioning of Mr. McBride that the leather mail pouches are being withdrawn as quickly as possible from all but "star routes," stout cloth pouches being introduced. It is believed that a big saving in weight will be effected thereby.

Mr. Noble attacked particularly the percentage of the cost of railway transportation which had been charged against second-class mail, saying that Mr. McBride had charged to it 70 per cent of the total, whereas under a fair apportionment it would have been much less than 63 per cent.

In 1908 a commission of accountants examined the second-class mail matter for the Government, and Mr. Noble endeavored to show that the

Post-office officials were entirely ignoring their findings.

James B. Sheehan, of counsel for the publishers, also brought out that the last thirty-day test which the Government had arranged was particularly unfortunate for the publishers, being taken at a time when the magazines were heavy with advertisements.

Wilmer Atkinson, editor of the *Form Journal*, of Philadelphia, argued that an increase in the second-class rates meant an additional tax on the public, as it would be assuredly transferred to them.

Justice Hughes wanted to know what proportion of the metropolitan newspapers are carried by mail.

"Less than 1 per cent," replied Second Assistant Postmaster-General Stewart.

At the hearing on August 10, Samuel Gompers, headed a delegation of men interested in labor publications, who appeared to protest against the raise in the rates. He argued also that periodicals distributed only among members by an organization should be considered as having a bona fide paid-up subscription list.

Mr. Gompers declared that labor periodicals are entirely educational in character, designed solely for the uplift of their readers.

Prof. George C. Kirchway, of Columbia Law School, pointed out that scientific publications disseminated scientific facts of great value, but none were published for profit.

ENGLISH BILLPOSTER HERE

Joseph W. Mills, of Coventry, Eng., of the United Billposters Association of Great Britain, is in the United States arranging for representatives of the British organization in the United States and the establishment of a representative of the Associated Billposters in the British capital.

Mr. Mills was impressed by the suggestion of an international organization, which grew out of the arrangement made at the Asbury Park convention to embrace the Canadian Association as an affiliated organization.

THE "SAFE AND SANÉ" WAY

"To what do you attribute your success?" asks the interviewer.

"To my advertising," replies the magazine.

"But you had the goods you advertised."

"Not at first. First thing I did was to engage a star advertising man and have him formulate my campaign. Then I made the goods to fit the advertising."

—Life.

Ernest Roper Evans has recently joined the office of Charles Isbell Taylor, St. Louis, advertising counselor. Mr. Evans has been actively engaged in advertising for several years. He was also the first advertising manager of the *University Missourian*.

Can You Use a GOOD ADVERTISING MAN?

If so—I would like to hear from you. Fifteen years managerial, and five years agency experience—directing publicity interests of some of best-known advertisers and advertising accounts in the U. S. Thoroughly familiar with advertising media, rates and comparative values, advertising agency methods and operation, practical salesmanship, office and factory management, printing, drawing and designing, engraving, electrotyping, advertising photography, etc. Also have unquestioned record of results as high-grade originator of complete campaigns and “plan and copy man,” and in personally soliciting and handling advertising accounts of widely diversified character. Am prepared to submit exceptional endorsements and proofs of ability, as well as a line of samples of personal work which for class, variety and volume cannot be duplicated by any other man in the business. Am now engaged under arrangement which (including straight salary of \$100 per week) should be worth \$12,000 per year (under proper conditions), but for reasons easily explained will accept proposition from well-rated concern, for first six months trial, at less than net salary named. Address: “ADVERTISING MAN,” care of B. P. R., 316 Ashland Block, Chicago.

The Chicago Record - Herald

In July, 1911, carried more advertising than during any previous July in its history, surpassing last year's record by

A Gain of 225 Columns

Here are the July advertising figures for all of the Chicago morning papers:

| | |
|------------------|-----------------------|
| Record-Herald |225 Columns Gain |
| Chicago Tribune | 91 Columns Loss |
| Chicago Examiner | ..146 Columns Gain |
| Inter Ocean | 42 Columns Gain |

These comparisons are made from statements prepared by the Washington Press, an independent audit company.

During the first seven months of 1911 The Record-Herald showed a gain of 1,430 columns in the amount of advertising carried over the corresponding period last year. This is a larger gain than that of all the other morning papers combined.

SWORN NET PAID CIRCULATION

From Jan. 1, 1911, to July 31, 1911:

| | |
|-------------------------------|---------|
| Daily Average, Exceeding..... | 200,000 |
| Sunday Average, Exceeding.... | 214,000 |

The Association of American Advertisers has recently examined and certified to the circulation of

The Chicago Record - Herald

New York Office, Times Building

STATEMENT OF ADVERTISING CARRIED BY TWIN CITY NEWSPAPERS IN JULY, 1911

In spite of the fact that THE JOURNAL excludes all undesirable medical, financial, and mining, and all liquor advertising it leads all other Twin City newspapers month by month and year by year.

Minneapolis Journal, 2225 Columns

(22 inch basis)

Minneapolis Tribune, - - 2120

St. Paul Dispatch, (No Sunday Issue) 1224

Pioneer Press, 1164

THE MINNEAPOLIS JOURNAL

WM. J. HAYES, Advertising Manager

Publishers' Representatives
O'MARA & ORMSBEE

NEW YORK

Brunswick Building

CHICAGO

Tribune Building

THE BASIS OF EFFECTIVE OUTDOOR ADVERTISING

PICTURES GET THE INSTINCTIVE ATTENTION OF THE PUBLIC—GROWTH OF POSTER ADVERTISING BASED ON RESPONSE OF HUMAN NATURE—THINGS TO KNOW ABOUT POSTER LITHOGRAPHY THAT MAKE FOR EFFECTIVE CAMPAIGNS—ADDRESS BEFORE BOSTON CONVENTION

By H. S. Morgan,

Of the Forbes Lithograph Mfg. Co.,
Boston.

The outdoor advertising situation to-day presents a marked contrast to that which existed a few years ago, and I wish to give you an impression of the change, from the more or less personal standpoint of an artist and printer.

I can truthfully claim to have devoted my life to poster work, inasmuch as I started at the business as a boy of twelve, spent some fifteen years in the drawing, designing and printing of posters, and since then have been identified with business in an executive capacity.

I can look back a few years, when I was an active member of the National Association of Poster Artists, and recall how discouraging the future of our profession looked to us.

We were a body of men, working by day, studying art in the schools at night, spending Sundays and holidays in painting from nature, discussing among ourselves our ambition to uplift poster advertising, but with what result? Nobody seemed to take us seriously, certainly nobody took billposting very seriously. Few people had any definite knowledge as to whom these billposters were, whence they came and whither they went.

But the public stopped to look at the pictures we had drawn, went to the entertainments they announced, bought the goods they advertised. So this great medium for reaching the public on the public highway grew and prospered. It thrived on the natural love of human beings for color, for pictures and for education.

It was inevitable that a move-

ment meeting with public approval as this did should develop into one of the greatest industries of the country, and with the co-operation of the billposter have been put upon a sound business-getting basis.

I doubt very much whether the majority of us realize what an educational force outdoor advertising is, and to what an extent it has become a part of the life of the people. Do we realize that? About eighty per cent of our people are dependent upon pictorial illustrations as the only means of knowing what is beyond the narrow confines of their existence.

We must acknowledge that it was art that originally attracted this attention, and that it is this love of art that holds that unknown quantity—the public interest.

And we must not forget that the poster medium, which has well been called the free art gallery of the people, has educated them and made them more discriminating in their tastes.

Together with the advance in mechanical processes has gone forward a steady upward movement in the tone of poster art. The highest aim in all art is simplicity and harmony. Simplicity and harmony are recognized as the basic principles of all good posters.

Let me touch briefly on the various stages in the manufacture of a poster from the creation of the idea to the final outdoor display.

The manufacturer (or his advertising representative, as the case may be) who has decided to go into the outdoor medium for the first time or as a constant user is considering a new campaign, seldom has a definite idea in mind. He very wisely leaves this subject an open one, knowing that the technical experts of a reliable lithographing house are more apt than he to create and develop a business-getting idea. This is an age of specialists and the successful man of business employs many minds in working out his problems.

The man we are alluding to has

**We Will Print Your
Catalogue in**

SWEET'S

and GUARANTEE

to Deliver it to

10,000 Architects,

Builders, General Contractors and Engineers, and will assure you that it will be USED as one of the necessary Working-Tools in their offices for a whole year, at a cost to you so comparatively slight that your Catalogue expense for 1912 will be infinitesimally small and yet your "stayed put" distribution will be absolutely perfect among those who control the purchase of more than five hundred million dollars worth of materials annually.

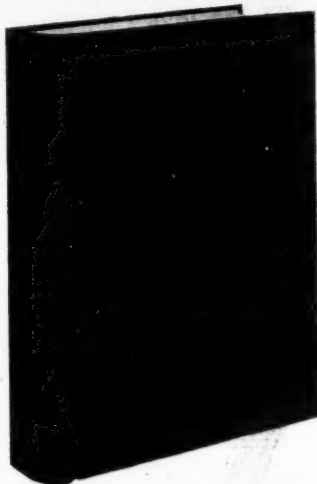
Don't neglect to write TODAY for full particulars, as the last forms of the 1912 edition will close tight on September 30, 1911

SWEET'S CATALOGUE
168 METROPOLITAN ANNEX
NEW YORK

THE 1912

**BIG BUSINESS
BRINGER**

for those firms whose products are
used in construction or equipment.



**SWEET'S CATALOGUE
Of Building Construction**

In the 1911 Edition there are 1,633 pages containing the catalogues of 751 firms, with an Index that is crossed, re-crossed, and crossed again, so that any firm or any material can be found instantly. Size of SWEET'S CATALOGUE, 11 x 13½ inches. Size of printing space, 8½ x 11 inches.

We would like to send you the names of some of the 10,000 Architects, Builders, General Contractors and Engineers who consider SWEET'S Catalogue indispensable.

LIPPINCOTT'S MONTHLY MAGAZINE

People Who Pay 25c. For a Magazine

don't glance through it cursorily and pass it on.

There are plenty of excellent 10c. and 15c. magazines which would answer that purpose.

Which class, at equal rates per thousand of circulation, is the better advertising investment for you?

Lippincott's guarantees a paid circulation of 55,000 every month, and its rate is \$60 a page.

32 pages have been added to the magazine. A financial department will be included, an automobile section, and new features in the fiction which has given Lippincott's its distinctive character for over forty years.

How about putting Lippincott's on that list you are making up?

LIPPINCOTT'S MAGAZINE

Philadelphia

Boston—24 Milk Street,
New York—1111 Flatiron Bldg.,
Detroit—Majestic Bldg.,
Chicago—First National Bank Bldg.

LIPPINCOTT'S MONTHLY MAGAZINE

his selling campaign mapped out, his appropriation set aside, and his one concern is to realize on his investment.

He will certainly use discrimination in his magazine and newspaper campaign, choosing only those publications which he knows will reach his possible consumers.

We lithographers only ask that he use the same judgment in buying his poster printing and that he appreciate that the production of a business-getting poster takes time in manufacture, is worthy of careful selection.

A first-class idea, worked up into the original sketch or design will take anywhere from two weeks to a month and cost from \$100 to \$500.

This original sketch, better known as a design, is only a guide or a copy for the lithographic artist. He in turn has to enlarge it to the size of the finished poster and draw it in freehand on stone or plate, making a separate plate for each sheet of the poster and for every color. A poster such as a sixteen-sheet of the National Biscuit Company necessitates 56 plates being made, with every inch of it drawn by hand, and done with such care that the colors will fit to a hairline.

So with the printing—each plate must pass through the presses—with register of each color over the preceding one—with due time allowed between each for a proper drying of the inks. The great quantities of ink necessary to cover the surface of these mammoth sheets limits the speed of the presses to some 6,000 to 7,000 impressions a day. A 10,000 edition of a poster similar to this sixteen sheet I have referred to would therefore take from ten days to two weeks to properly print, even though ten presses were running on the job at one time.

From long study of the poster business in actual operation it has been determined that the cost of the paper (that is to say, the printed posters) is from one-eighth to one-tenth of the total cost of an outdoor campaign.

But experience has also shown that it is, in a large measure, the judicious expenditure of this fraction that may determine the results from the whole outlay. An unfortunate pruning of the appropriation for paper may ruin the effect of the whole campaign. Money spent for good posters is an insurance on your entire expenditure in outdoor advertising. Don't neglect to insure when the cost is so little and the stakes so great.

DO YOUR DEALERS FEEL THAT WAY?

One of the wisest things a dealer in any line can do is to identify himself with the best advertised products of manufacturers. He instantly clears his store of the possibility of suspicion. He puts himself in the light of a man who seeks the best of company, and, therefore, the best people in his community want to trade with him.—"Getting Together," Barcalo Manufacturing Company, Buffalo.

RECEIVER HAS PROGRESS COMPANY

The Progress Magazine Company of Chicago has been placed in the hands of a receiver. The petitioners in the suit are Harold F. McCormick, Howard A. Colby and the J. W. Butler Paper Company, who claim to be creditors for an amount aggregating \$35,406.68. Liabilities are estimated at about \$300,000 and assets \$100,000.

GETTING OUT THE MEMBERS

To secure large attendance at the weekly luncheons of the Houston Ad-craft Club, Vice-President S. E. Sims divided the membership into groups of eight. The leader or chairman of each group reminds all the members in his group the morning of the luncheon. In consequence, a large attendance is secured.

ADVERTISING FOR KNOXVILLE

The Central Businessmen's Organization of Knoxville, Tenn., which is composed of the Commercial Club, the Board of Trade, the Young Men's Business Exchange, and other commercial bodies, recently raised \$25,000 to advertise that city.

RECENT INCORPORATIONS

Quality Press, Chicago; \$10,000; general printing and engraving business; Floyd Hix, John C. Planing, Peter Schmitt, incorporators.
Van Slyck Company, Boston; \$200,000; Judson D. Van Slyck, Frank H. Williams, John A. J. Wilcox



Printer's Ink-ers

From "devil" to advertising manager, we all lead the active brain and body lives that spell thirst and weariness—mental and physical slumps.

Coca-Cola

Has the touch of palate vigorousness, the completely refreshing deliciousness that will appeal to you.

Delicious—Refreshing Thirst-Quenching

5c Everywhere

THE COCA-COLA CO.,
Atlanta, Ga.

Send for our interesting booklet, "The Truth About Coca-Cola."



Whenever you see an Arrow think of Coca-Cola.

More Than 2,000,000—\$5.00 per line

PRESIDENTS of the United States have since the beginning been selected by the majority of the people and the country has never gone to the dogs.

The desire of the majority rules. Pin your faith to it! For more people are right than wrong; more are comfortably well off than poverty-stricken; more have purchasing power than not.

2,060,160 homes desire the American Sunday (Monthly) Magazine and the papers with which it is issued.

These 2,060,160 purchasers constitute the greatest body of readers of one publication in the country.

These 2,060,160 purchasers make the American Sunday (Monthly) Magazine and the papers carrying it the most powerful advertising media possible to procure, and the most economical.

The statement is subject to proof. We can't keep up steam, by "bunking" the advertiser.

We've got to be truthful, honest, sincere. Our very existence depends upon it.

Mr. Advertiser, we will prove our capacity to measure up to your needs. Don't casually make up your mind, you don't want us.

Seriously considered, we will most likely be the one publication you most want and need.

Buy your advertising space as you would your raw material. Get a dollar's worth of efficiency for a dollar. Make us show down with the rest, but for the sake of economy, efficiency, satisfaction in advertising results, don't fail to let us prove our contentions.

If we are right, you win.

If we are wrong, you win.

The one way we make you money; the other you avoid losing it.

More Than 2,000,000—\$5.00 per line

American Sunday (Monthly) Magazine

Issued with New York American, Boston American, Chicago Examiner, San Francisco Examiner, Los Angeles Examiner.

W. H. JOHNSON, Advertising Manager

23 East 26th St.,
New York.

511 Security Bldg.,
Chicago, Ill.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1206 Boyce Bldg., GEORGE B. HISCHE, Manager, Tel. Central 4340.

New England Office: 2 Beacon Street, Boston. JULIUS MATTHEWS, Manager. D. S. LAWLOR, Associate Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Philadelphia Office: Lafayette Building, J. ROWE STEWART, Manager.

Canadian Offices: 119 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.

WALDO P. WARREN, Managing Editor.

New York, August 17, 1911

Agents to Organize Nationally

The need of a national association of advertising agents has been felt for many years, and it is a source of great satisfaction to nearly everybody in the advertising business that definite steps were taken at the Boston convention for the formation of such a national organization.

There are advertising problems which can hardly be solved satisfactorily without the uniform action which an organization of that kind could take. It is too early to formulate definitely just what problems would be uppermost in the work of such an association, but that fact should not deter any advertising agent from taking hold of the association idea with the full determination of working out the potentialities of organized relationships. Perhaps no one idea has come more conspicuously to the front in recent years than the idea of organ-

ization of kindred interests, and surely nothing has more copiously demonstrated its reason for being than has the organization idea. That advertising agents are among the last of the definite lines of business to arrange for a national association, not to mention local associations, is not especially creditable to their reputed progressiveness. An examination of the reasons for this backwardness, in the face of manifold examples in other lines, might easily serve to uncover the points most in need of working out through the instrumentality of such an association.

PRINTERS' INK says:

There is something in human nature that makes it want what is not too easy to get.

Not More but Better

One of the after results of the advertising convention will doubtless be an increased effort of various advertising clubs to build up their membership. It seems fitting to remark at this time, however, that what is needed is not more advertising men, but better ones. It is to be hoped that zeal for club development will put more emphasis on increasing the efficiency and activity of the content of club work, rather than on the laudable, but secondary, work of increasing the membership. The plan of the Des Moines advertising club, which was awarded the PRINTERS' INK Cup by the convention committee, as the club which "made the most practical use of its opportunities during the convention year closing August 1, 1911," is especially worthy of notice. The membership of the Des Moines club is limited to 100. There is a visitors' list of about 120, which is also a waiting list. Non-active members are gradually transferred to the visitors' list, and the "live wires" from the visitors' list are elected to active membership. This plan has a dozen definite advantages, all tending to increase the dynamic force of the main body of the organization. There are many clubs,

of course, which as yet lack a sufficient number of members to be considered truly representative of the advertising interests of their respective localities, and for these the first problem will be one of developing a larger membership; but even then the real emphasis needs to be placed on the vital work of the organization.

PRINTERS' INK says:

Sounder business methods are the concrete of higher ethical principles.

Appreciated Work

When the convention presented President Dobbs with a magnificent silver service and an automobile it expressed in a concrete way some of the appreciation which the clubs and individual members have felt for his untiring work during the past year. These tokens of the esteem of the advertising men of the country may well be prized by Mr. Dobbs, not alone because they indicate in a measure his personal popularity among his fellow craftsmen, but rather because they evidence the fact that he has achieved something that will remain and be of ever-unfolding benefit to the cause of advertising, and through that a benefit upon the times.

It is to be hoped that these evidences of appreciation which have conspicuously marked the closing of a successful term by the retiring president of the association, will, in the minds of all, stand for that great volume of appreciation which men feel but do not always take occasion to express towards all those who do the heavy work in organization harness. It should be an encouragement to hundreds of officers of individual clubs and the national association, whose untiring labors, hard though inconspicuous, are in like manner influencing the ethics and efficiency of that greatest modern business force—advertising.

PRINTERS' INK says:

There is a point of view which makes the satisfaction of service its own best reward.

A By-Product of Ideas

Right after a convention, when you can review the thing as a whole with a free retrospect and a vivid memory, is obviously the best possible time to get ideas as to what might be done next time. George W. Coleman, the newly elected president of the Associated Advertising Clubs of America, recently remarked:

"After such a tension as the Boston convention had for the officers of the Association you might have thought it quite natural for the boys to pull away the very next day for a vacation. But they haven't done it, and we're all busy on the job right now while the air is full of convention ideas. We mean to utilize to the full the impetus the recent convention has given to our ideas of what might be done, and we already have a picture of that Dallas convention in our minds, and it is taking more definite shape every day."

This principle is capable of very wide application. Not only is it suggestive to the various advertising clubs, but to the individual advertiser. After a hard campaign of any kind, whether making a great sales effort, or putting through an advertising campaign, planning for one of the industry shows, or for any special doings that mean increased activity for a particular line of business—then is the time to store up a by-product of ideas of what to do next time. In the files of PRINTERS' INK, for instance, will be found a copious budget of suggestions which will come in handy in covering the Dallas convention next year.

PRINTERS' INK says:

This is an age of connecting up things which can serve each other.

Promising too Much

The practice of loading up the dealer on the promise that "these goods are going to be extensively advertised" has its place in progressive selling plans; it also has its place in "unfair competition," which is

a polite term for fraudulent practice.

A. B. Conkey, vice-president of the G. E. Conkey Company, manufacturing chemists, Cleveland, Ohio, cites a typical case of this kind in a letter just received by PRINTERS' INK. He says:

"A short time ago I called on a dealer with whom we had had no previous relations, and explained my proposition carefully, and evidently in a way that stirred his interest. However, he stated that he would not take up our line, because he had put in several different kinds of competitive goods which had been sold on promises of advertising, but that the advertising promises have never been kept, except that perhaps a little work had been done long enough to collect the bill. He also showed me correspondence to prove his assertions, and told me that if I would place the goods on consignment he would get behind the proposition and push faithfully.

"The dealer has no way of knowing who is and who is not going to keep his promise about advertising, and he is taking a big chance. Now couldn't there be some sort of organization which could list manufacturers, insure the dealer he was playing safe in trying a new proposition so far as the manufacturer keeping his word is concerned? It would also help to market products that are legitimately handled. The ordinary dealer is not always equal to many of the tricks of the trade, and he is often hoaxed into a proposition in a way that reacts on legitimate business.

"The hardest competitor on the road is not the legitimate competitor, but the unfair one. It would be very interesting to hear what some other manufacturers have to say on this point."

It can easily be said that the experience of other manufacturers shows that it is only too true that their legitimate claims are discounted by dealers who have been "stung" through assurances of advertising campaigns to come which were never carried out. It seems to be up to the advertising manufacturer to take the initiative to conserve the dealer's confidence in the value of real advertising campaigns.

It would hardly do to wait for dealers' organizations to seek to protect their members by anything analogous to white-listing concerns that are known to play fair with the dealer, methods which while effective when they are worked properly might easily be misused. The advertising manufacturer has a great deal more at stake than the dealer, and would seem the appropriate one to work

out the reform measures necessary to meet this peculiarly deplorable form of unfair competition.

Community Boosting

A proper sense of responsibility begets efficiency as nothing else can. There are now one hundred advertising clubs. They are foremost in their respective communities in ideas, plans, and methods of "boosting" their own communities. Community advertising is in the air, and is spreading rapidly, and is as certain to become general as fire is to spread on an open prairie. Other advertising and community-boosting clubs will be formed, and will in a great measure model their plans after those previously in successful operation. What the present clubs do this next year on this point of community advertising will have a big influence on such efforts everywhere for years to come. Hence the responsibility resting upon present organizations to adopt such methods as are most worthy of emulation.

This one thing seems to have been sufficiently demonstrated to warrant general acceptance; the idea that success in developing a proper community spirit is in the ratio that shortsighted desire to cash in quickly for "my business" gives way to the broad-minded policy of doing freely whatever will tend to develop the real worth of the community, and trust to the law of compensation to bring back to the individual a full measure of the good resulting from the common effort.

PRINTERS' INK SAYS:

It is easier to set up ideals than to point to the expedient step to take next.

MANUFACTURING A CONSCIENCE

The Standard Oil Company weigh all their horses once a week.

Even the animals in the stable at a remote tank station like McCordsville, Indiana, are put on the scales and a report sent to 26 Broadway.

It does not make any difference whether these weights are audited or not, but the fact that the big boss can know causes the drivers and the stable man to take better care of their charges.

Important Statement

A close student of the publishing business, especially as it relates to the quality of circulation, and who is also a space buyer of one of the leading advertising agencies, writes that he, as well as every other agency man, was most interested in knowing

"How Is Circulation Secured?"

He states that "it is surprising how few publishers really tell anything specific along these lines. They all say they are the best in a certain territory—they 'blanket' the field or big circulation for a small rate. In fact, everything except that in which every advertiser and agency is vitally interested."

We believe this agency man is, in the main, correct. It is our purpose, therefore, to state as concisely as possible exactly where Farm News stands under the heading above indicated. Whilst these lines must of necessity bear largely upon Farm News, yet we believe that the information will be of such a character as to form a substantial basis by which not only Farm News, but every other publication in the agricultural field, must stand or fall in the estimation of the agency and advertiser designing to secure the best possible results from advertising.

How the Circulation of Farm News Is Secured

It is a well-known fact among publishers depending upon the mails for distribution, that any amount of circularizing or the sending of sample copies to a list of names, will not secure enough subscribers to justify the expense of the sample copies and the postage involved in sending out the circulars.

The selling of Farm News, as well as any other publication, can only be done successfully by personal representation through the medium of active agents. The first step, therefore, is to establish an agency organization. After five years of close and expensive work, we have an agency organization approximating 26,000. These agents are called upon not less than twice a year for a three-months' campaign and solicitation for new subscribers and renewals. Each

has sample copies of the paper to show the prospective subscriber. We compensate these agents in several ways, giving them an option of cash or some premium. More frequently the premiums are taken in payment for these services rather than cash, as the premiums represent more of value than we could give in cash, on account of our ability to purchase such articles in quantities at wholesale prices. In this way you will very readily see we have a personal representation from publisher to subscriber.

We furnish these agents with a list of the names and addresses of the farmers we wish them to solicit. These lists represent the tax-paying farmers in each county of the several states in which we desire to concentrate circulation.

These agents are limited in their solicitations to farmers—mainly dwellers on R. F. D. routes, the whole plan contemplating an *exclusively rural circulation*.

Quality of Farm News Circulation. Apparent Purchasing Power of the Subscribers

These farmers are solicited because of the fact that they are tax-payers, indicating ownership of the farms as distinguished from mere renters. We believe that the farm-owning class, or that class which we operate among, is the one most interested in all kinds of permanent improvements, and of permanent betterment of the home environment, in the matter of improved modern conveniences, better clothing to wear, and all of those features which make life in the country more acceptable.

We believe, and the soundness of our belief is demonstrated in our experience, that the tax-paying farmer, for reasons above indicated, makes the best possible subscriber as compared with one who is not a farm owner, and it naturally follows that such a subscriber is the very best possible customer of advertisers manufacturing anything useful and needful.

Guaranteed Circulation, 250,000.

The Simmons Publishing Company

Publishers of FARM NEWS

Springfield, Ohio

BIASED JUDGMENT FROM LIMITED VIEW

PEOPLE WHO CLAIM THERE IS NO SUCH THING AS A SCIENCE OF ADVERTISING USUALLY AIR THEIR LIMITATIONS—MOST ADVERTISING MEN ARE CIRCUMSCRIBED BY THE LIMITS OF THEIR OWN BUSINESS—FROM AN ADDRESS BEFORE THE A. A. C. A. CONVENTION

By Henry S. Bunting,
Editor, *The Novelty News*, Chicago.

Bert Moses, as president of a national organization of advertising managers, said, in an interview in *The Caxton Magazine* a few months ago, that, after about fifteen years of study and experience in the advertising business, the longer he kept at it the less he knew about the subject.

I have no doubt that Mr. Moses spoke seriously and candidly and meant every word he said. I have heard other able advertising men talk the same way. It takes a big-minded man to talk that way about his business or profession. I have also heard physicians admit the same deplorable conviction of uncertainty or helplessness after devoting themselves assiduously for years to the dogma that drugs cure disease.

Such admissions as applied to any field of human knowledge can only be interpreted as the sincere testimony of a deep-thinking man that there is something radically wrong with his science, or art, or practice, or system—whatever it be called—there is a lamentable error of view-point, or method, or application or fundamental principle somewhere, or else this state of affairs could not be that a devotee would give his life to a branch of study or a department of human endeavor and be really less wise, or less sure of his ground, or less efficient than when he began.

I am taking no unfair advantage of Mr. Moses in applying the test of scientific examination to a chance remark made in a literary interview. What he said is true, seriously true, and is well known to be true, and applies, not only

to himself but to all advertisers, and advertising managers who make the fundamental error of accepting the use of "space" advertising as entirely synonymous with the whole field, or science, or art, or practice of advertising—whatever we call that business.

The advertising man who practices in one field or department of publicity only, and finds the limitations of that class of media, ought not to jump to the conclusion that there is nothing in publicity beyond the reach and accomplishment of his personally chosen and tried media. For instance, the Omega Oil Company would not be justified in setting the limitations to the cost, efficiency and possibilities of advertising, as a whole system, if its experience had been limited wholly to "space." A firm might use newspaper and periodical space, billboards, street cars and store signs and still fail to capture its coveted patronage. It might be—as is often true—that a due use and admixture of novelty, or souvenir, or gift advertising is still needed in that campaign to furnish the right amount of individual interest and personal appeal. It would not be wise or good business for any such concern to conclude rashly there was no opportunity in advertising for them because they had failed to realize it from an appeal to space publicity alone.

Again, the firm which began its advertising campaign with gift novelties, and finding them to work very satisfactorily up to a certain point, would omit to make use of other specialties, such as those of the indoor or outdoor sign classes, or to reinforce this campaign of specialty advertising with space or educational advertising in publications and on boards, would not be competent to say that advertising as a whole was exactly the same as their limited investigation and trial had proven.

In citing these hypothetical advertising situations where a business concern is supposed to be using only one or two among three or four available standard

methods of advertising, you will see that I say the exclusive novelty user and the exclusive sign specialty user and the user of both these branches of specialty advertising together is no more qualified to pass upon the merits or demerits, the possibilities and probabilities, the certainties or the uncertainties of the whole broad science of publicity, than each of these particular fields represent; and he is no *less* qualified to speak authoritatively upon this subject than the exclusive user of the mere "space" media.

I hope my fairness is plain in this position. The partisan of one method cannot represent any idea or method but his own. He may become all expert in the knowledge peculiar to his own limited field, but he cannot speak authoritatively for the rest. He may have views, and he may guess, but those who have greater knowledge, based upon experience and reason in those other fields, will reserve the right to speak authoritatively where his competency or assurance ends.

Mr. Moses says, by his words, there is no science of advertising. Other leading advertising thinkers say the same thing. It is customary in the lucid and confidential moments of our fellow craftsmen to hear the same views iterated and reiterated freely. I do not happen to know of an authority on advertising who has ever contended that publicity is a science.

In the face of this well-nigh universal modesty among advertising savants I make bold now to affirm that the science of advertising has come, that it is already here, and that it has developed at least as far along its course as the science of political economy, the science of meteorology, the science of business or the science of therapeutics.

Advertising is a science. It represents a science and an art both.

If this is not now generally recognized it is merely because the exponents of advertising, as a class, are addicted to too much sticking to one method or theory

Buckeye Covers

Embody a combination of high quality and low price that is unique in the history of paper making. The largest selling brand of covers in the world, not only because they are the best for the money, but also because they are *the best for the purpose, regardless of price*, wherever the effectiveness of the finished job is the first consideration. Our "*Buckeye Proofs*," sent free by prepaid express if requested on your business letterhead, will show you how many progressive advertisers have profited—in prestige as well as in pocket—by using *Buckeye Covers* in place of the more costly stocks they had previously thought were necessary. Write today.



The Beckett Paper Co.

MAKERS OF GOOD PAPER
in Hamilton, Ohio, since 1848

Buckeye Covers, made in 16 colors, 4 finishes and 4 weights, are sold by representative dealers in principal cities of the United States, Canada and England. Your printer knows the nearest.

and are not living up to their opportunities for being well-rounded because well-grounded and widely experienced practitioners of publicity.

What is science?

Science is organized knowledge. Science is systematized facts and principles, duly related as to causal relations. Science takes experiences, combines them into groups, analyzes their meaning, deducts their working principles. Science is built upon analysis and synthesis. It makes a reasonable and trustworthy conclusion possible from given premises. It can construct principles out of facts, and find facts wanted from the application of known principles. Science reveals the genealogy of cause and effect. It can work forward and backward. It can predicate cause from effect and effects from causes.

This, then, is the test of science: *Science can predict.*

Science is the organized knowledge of any branch of human interest or effort which has become so well systematized and whose facts and principles are so correlated and understood that it is possible to predict what will result from given factors in given relations. Science means certainty. Science means predicting what will come to pass. This is the supremest test of science: that its accredited exponent can tell *what* and *when* and *how* and *why*.

In the light of this definition is there now available to business men a science of business promotion called advertising?

Yes, unquestionably. It exists. It is available for the man who wants it and seeks hard enough to get it.

Is advertising scientific?

Ah, that is a horse of another color.

There is a science called music. All musicians are not scientific.

There is a science called advertising. It is one of the latest to be developed. It is not as yet known or applied in its entirety by most of those who are conversant with its integral parts. This science is understood in its

fullness by comparatively few advertisers. Yet it is understood and it is applied with the precision of a fixed science by some of them. These scientific advertising engineers I can designate as a class that will help to identify them for future study. This class is strictly limited to:

(1) Those who are users of all three of the fundamental methods of advertising, to wit: (a) space in publications, (b) space in locations and (c) gift specialties; and

(2) Those who know *when* to use "space" and *when* to use specialties.

Lest I be accused of framing hypotheses about this subject merely, let me quote an example: One advertising man who meets this test will suffice. I name Samuel C. Dobbs of Coca-Cola fame, president for two years of the Associated Advertising Clubs of America. You all know him. Make the application of my statements to his case for yourself.

Mr. Dobbs uses all the well-recognized, tried, proven, accredited successful and profitable advertising methods and media in his campaign.

Coca-Cola uses the newspapers, magazines, billboards and street cars to educate the masses. That is "space" advertising. It uses many kinds of store-front advertising and indoor advertising in the form of one or another specialty to become its "silent salesmen" right on the spot where the stuff is sold. These two widely different classes of media—space and sign specialties—appeal to the mind, the reason, the imagination. They urge and suggest patronage.

In addition Coca-Cola uses novelties by the millions. It uses gift specialties of one sort and another to give to the people and to make the sort of personal appeal that wins their interest, good will and favor. This is heart advertising. It is a dividend-payer.

Not only does Mr. Dobbs advertise to his customers by this plan but to his trade that sell his product. On his appropriation list are gift specialties to secure the good will and co-operation of

the boys and girls behind the counter who dispense the drinks. Do you suppose his campaign would be scientific if it stopped short of reaching, educating, pleasing, influencing, and winning the co-operation of everybody concerned in dispensing Coca-Cola? Of course it would not. Modern advertising, which is scientific, secures the distribution of products. It not only advertises—it sells. It effects the consumption of commodities. And none of the machinery of trade can be left un-oiled without increasing the friction of moving the load.

BAKING COMBINATION NOW

It has been a purely natural evolution stimulated no doubt by the success achieved by the National Biscuit Company to the formation of the General Baking Company to deal in bread and other baker's products.

The new corporation is the first attempt in a large way to secure co-operation among makers in large centers of population through consolidation into a single corporation. The twenty different companies are located in large centers of population such as New York, Boston, Providence, Cleveland, Buffalo, St. Louis, Pittsburg and New Orleans.

The advantages which the new company possesses in the way of large buying of new materials are so obvious as hardly to demand detailed explanation. It is estimated, for example, that National Biscuit Company's flour costs \$750,000 less per year than as if it were fifty-two operating units.

The consolidation is said to be purely economic; it is an attempt to secure economy of cost by operation in a somewhat larger way than through individual units. But the company actually controls a very small fraction of the baking industry of the country.

DEAN LEAVES "CANADIAN CENTURY"

Announcement has been made in Montreal of the retirement of A. E. Dean as general manager of the *Canadian Century*. Mr. Dean went to Canada from New York City in December, 1909, and organized the staffs for the magazine, the first issue of which appeared in January following. For the first year he acted as editor-in-chief as well as general manager.

Mr. Dean has joined his family at Lily Dale, N. Y., for a brief rest, after which, it is understood, he will return to Canada.

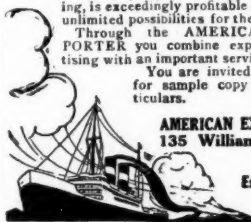
Ernest A. Sherman, of Cedar Rapids, Ia., has become connected with the Russell Miller Milling Company, Minneapolis, as assistant sales manager and assistant advertising manager.

Are You Developing Your Export Markets?

There is not a more important part of a manufacturer's business than his Foreign Trade. It offers a means of relief from quiet domestic conditions, responds readily to advertising, is exceedingly profitable and offers unlimited possibilities for the future.

Through the AMERICAN EXPORTER you combine export advertising with an important service.

You are invited to write for sample copy and particulars.



AMERICAN EXPORTER
135 William Street
N. Y.
Established
1877

Bound Volumes for 1911

PRINTERS' INK is bound each quarter in heavy board over black cloth, with gold letters. Price \$2. Handsome, durable, serviceable.

Number is limited, so order your 1911 Bound Volumes now. Set of 4 vols. for year, \$8.

Printers' Ink

Lincoln Freie Presse

GERMAN WEEKLY

LINCOLN, NEB.

Prints nothing but original matter, and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.



PHOTOGRAPHS FOR ADVERTISING

¶ Pretty girls in attractive poses to call on your trade. Send them out monthly on your mailing list or as enclosures with your daily mail. Real photographs of living models, they are welcomed everywhere.

¶ Supplied in all forms of post cards as enclosures or monthly calendars--ready for use bearing your printed message to the customer.

¶ If you want enduring, forceful advertising write for further information

ROCHESTER PHOTO PRESS

Rochester, N. Y.

*Some territory left for
live Representatives.*

Feister-Owen Press

Philadelphia Milwaukee

SPECIAL EQUIPMENT

FOR PRINTING

Almanacs

Booklets

Catalogs

Circulars

IN

Large Editions

PROCESS COLOR WORK

AND LITHOGRAPHY

**Inquire about our Distribution
and Sampling Service**

TRADE PRESS ON MAIL RATE

The resolutions regarding the postal regulations affecting second class matter, adopted by the Federation of Trade Press Associations, August 4, at the A. A. C. A. convention in Boston, were as follows:

Resolved, That the Federation of Trade Press Associations in the United States, regarding the present law affecting second-class mail matter as antiquated and inadequate, favors the enactment of a new law that shall be so simple, clear and specific that it will largely obviate the necessity for rulings by department officials and that it can be administered uniformly in all the post-offices of the country.

While not insisting that the final rate of postage on second-class mail shall remain at one cent per pound, this Federation protests against any rate which would discriminate among the different classes of periodical publications, or newspapers, or between advertising and reading matter. It advocates a flat rate applicable to all classes of publications properly admissible to the second class as the only kind of rate which is both just and workable.

It urges that no change in the second-class rates should be made to take effect in less than one year after its passage; and also that any rate fixed upon by Congress should be stable for a period of at least twenty years.

This Federation favors uniformity in the matter of requirements as to the retention of subscriptions after expiration so that all publications, daily, weekly or monthly, shall be treated alike.

It approves the recommendations of the third assistant postmaster general as to the withdrawal of the minimum pound rate for sample copies and dead subscriptions and would approve more stringent regulations for the enforcement of such withdrawal.

It recommends the abolition of the requirement which now compels monthly publications to affix stamps to copies intended for delivery in their home districts.

The Federation strongly recommends that the Post-office records of mailings of second-class matter shall be opened to public inspection. It also recommends that any new postal law should provide for a court or board of appeals from the rulings of department officials.

The officers elected for the coming year were: President, E. R. Shaw, *Practical Engineer*, Chicago; vice-president, W. H. Taylor, *Iron Age*, New York; secretary-treasurer, Henry Lee, *Railway Age Gazette*, New York.

Advertising Novelties and Specialties

Names and addresses of manufacturers or distributors of articles mentioned under this heading will be gladly supplied to PRINTERS' INK readers if correspondence is addressed to The Novelty & Specialty Department, Printers' Ink Publishing Co., 12 West 31st St., New York.

The Chalmers Motor Company is using circular metal fobs with leather belt and buckle. The lettering is in blue and white enamel and gold, and consists of the familiar Chalmers monogram and company name.

The Wilmer Atkinson Company, publishers of the *Farm Journal*, has sent out a steel rule, which is designed for "right and left-handed advertising folks, with the idea that 'tis a poor rule that won't work both ways." Inches and agate lines are marked on both sides of the rule.

The Kellogg Toasted Corn Flake Company is offering in its current magazine copy, to send a reprint of the infant crying for Kellogg's, free from advertising matter, for a two-cent stamp.

Leather check-book covers are being used in a number of forms by banks. Some are in the flat, memorandum book style, others fasten over with clasp-buttons, and some are fitted with side pockets for slips, bills, etc.

Advertisers can secure a series of monthly mailing card calendars for exclusive use in their territories when desired. One manufacturer is turning out a series, each of which consists of a colored juvenile picture and the dates, mounted and fastened to the card with ribbon. The cost of mailing is the same as for the ordinary style of cards.

At the Boston convention, among other articles, the Dallas delegation distributed small envelopes, printed in imitation of the kind physicians generally use. On the front the following appeared: "This prescription is approved by Dr. Wiley and conforms to all pure food laws—A Texas Pill." Inside was a small cotton seed pasted to a card with plenty of information concerning Texas in general, and Dallas in particular.

A combination letter-opener and bookmark has been turned out in metal for advertising uses. The opener is dagger shaped with a cut-out strip in the center of the blade. This serves as the bookmark.

ENGLISH COAT FOBS

Are worn the year 'round abroad. They are a species of personal appeal advertising that not only reaches the individual aimed at but also reaches the eye of thousands on account of the preferred space occupied.

They are very classy and trade marks can be reproduced with startling results.

In thousand lots as low as 11c. Ask for samples and send your trade mark. No charge for samples or sketches.

THE GREENDUCK CO.

GEO. G. GREENBURG, PRES.
CHICAGO

Our Goods as Original as our Name



The Little Schoolmaster's Classroom

Mention advertising to many business men, and they think only of copy and medium. Sometimes they think of distribution of goods, and sometimes of service to patrons. Rarely do you find the concern that includes within the word "publicity" every contact with its customers and prospective customers; that sees an advertising value in every detail, whether it be the letterhead used or the method of sending out bills.

* * *

One of the greatest advertisements that a certain bank has is its sturdy, impressive building and that great 20-ton time-lock vault door put near the front of the building close to a big window, where Sundays and at other times people can look in and see the great door guarding the depositors' money. That's advertising.

* * *

A new bakery firm went to a town that was already apparently well supplied with bakeries. But this new baker put up a clean, trim building on a corner. He put flowers around the walks, and arranged an extra walk that wound up close to his windows. Inside that big corner showroom, which was all windows on the street sides, everything was white tile or white-painted wood. The bakers wore clean white suits. They made the bread right in sight of the public. You could see them weigh each ball of dough before it passed on in the process of becoming a loaf. And there was a big, cordial invitation to visit the bakery at any time. This baker's wagons had attractively colored new designs on them. And when extra wagons went out they bore a sign showing that the demand for the bread made extra wagons necessary. That's advertising—as valuable as any other advertising the baker did, maybe much more valuable.

Two manufacturers sent a customer bills for purchases that had been paid for. One, when his attention was called to the error, apologized frankly and promptly. The other paid no attention to the correction but sent another copy of the erroneous letter the next month. When the exasperated customer then asked if it would be necessary to call, with a committee armed with swamp-elm clubs, to stop the erroneous bills, the manufacturer made no reply. Both concerns advertised themselves frankly in the way they took care of their errors.

* * *

One of the largest national advertisers is hurt more than its officers ever dream of by a cold, mechanical policy and style in its general correspondence, by a slight indifference to little rights of their patrons.

There is an old saying to the effect that "what you are speaks so loud that I cannot hear what you say." The advertising man may sweat blood announcing all sorts of claims and pretty things, but unless the concern, from the inside private office down to the errand boy, reflects the intention to do things in the best possible way, the printed advertising becomes as sounding brass and tinkling cymbal.

Whether we are using magazines, newspapers, street cars, or circulars, or none of these, we are advertising all the time. Every relation with our customers and our prospective customers has its publicity value. And what we sow we reap.

* * *

The writer recently had a delightful talk with a young salesman of the "natural-born" class, who—though only twenty-five years old—seems able to go up against buyers everywhere with good success. He was telling of his experience in selling to the

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buyers of the big department stores and mail-order concerns. At one of the famous Chicago mail-order concerns, every salesman gets a numbered check, just like you do in barber shops, and takes his turn in seeing the buyer. Six o'clock arrived just before this young man's turn came, and the buyer came out and said he was sorry but he could see no more salesmen that evening.

Said this young salesman:

"I figured out that that man sometimes came to his office at night, and so before I left, I made a little layout of the samples I thought would strike him and put them on his flat-top desk.

"Sure enough, he did get down to his office that night. Next morning I was around early, before any other salesman got there. 'Hello, Heelplates,' said the buyer as he came in. 'those samples you put on my desk suit me pretty well. I am just working up my catalogue matter. How soon could you get a cut here, and how many do you want me to buy?'

"I thought I was loading him up well," said this young salesman, "but he was back for more in three months."

* * *

The Schoolmaster asked this salesman, who is a manufacturer's representative, if he had many protests from the wholesalers against his selling to the big department stores. "Yes," he said "they kick some, but I tell them that they know the department-stores wouldn't buy from them anyhow, that if I didn't sell to them, some other fellow would, and I would just lose the business."

"Do you tell the wholesalers that you sell to the mail-order houses?" was asked.

"You bet I don't," was the quick reply.

* * *

Opposite one name on this salesman's list was a memorandum from his employer: "A dinner at the J— if you sell this man. Brown had a scrap with him a year ago, and he has refused to buy since."

ARE YOU TIRED OF RAZOR ADS?



Well, read just one more shaving ad. Read how 3-in-One Oil is the first and greatest aid for luxurious shaving.

Try this—draw your blade between your thumb and fore finger moistened with a few drops of 3-in-One. Always do this before stropping and after shaving. Note the keen, perfect shaving edge.

Write today for a generous free sample of 3-in-One and the Scientific "Razor Saver" circular.

3-IN-ONE OIL CO.,
12 Broadway New York



Make a "Strike" in the Oil and Gas Field

IF you make or sell anything that gas or oil men want, or ought to want, tell them about it in THE OIL AND GAS JOURNAL, their own weekly magazine.

Covers the entire oil and gas field.

5,000 bona-fide subscribers.

Rates and other information on application.

The Oil and Gas Journal

St. Louis, Mo.

"I knew he didn't have any of our goods," said the salesman, "so I first went down the street and sold a couple of small orders for Crescent Heel Plates. Then I went up to his place, and without telling him who I was, asked him how his stock of Crescent Heel Plates was. He probably knew he didn't have any, but he sent the boy back to look. When the boy came back, this man said he was out and wanted to know why I asked. I told him that I had a couple of orders for him, and asked if he didn't think he had better buy some more stock. We got along well, and I sold him twenty gross."

* * *

"Everybody seems to demand experience," says a discouraged beginner in the field of advertising. "I don't believe it is possible for a man to get ahead unless he has the experience to help him."

There is no cause for discouragement in the fact that most of those who want advertising men want men of more or less good experience. It is so in every other line. It would be strange if it were not so in advertising. Experience bespeaks better ability. It is only right that the man of strong experience should have an advantage. But the discouraged young man should remember that every high-salaried experienced man in the business to-day was once inexperienced. Every one of them found a way to get experience and to climb as they grew in ability. The young man can get ahead by the same way that they did if he has the good fundamental qualities that these seasoned advertising men had when they started.

The Schoolmaster knows of a case recently when a large advertising agency advertised for a capable young man of some advertising experience for a position in its New York office. An inexperienced but capable and confident young man applied for the job. "No," said the agency representative, "you won't do; I think well of you but we are looking for a young man of some ex-

perience." Did this young candidate go away sadly? He did not. He had the fundamentals. He said, "I'll go to your home office and I'll spend a month there at my own expense to prove to you that I can fill the bill." He had persistence, and the agency man yielded. The young man today has the coveted job, and he was not allowed to pay his expenses during the experience at the home office, either.

PUBLICITY FILLING NAVY

"An excellent class of men is being recruited for the United States Navy," declared Capt. Henry A. Wiley, U. S. N., in charge of the enlisted personnel, who has just returned to Washington from an inspection tour of recruiting stations and training schools that extended across the continent.

These results, Capt. Wiley says, are being accomplished by no attempts to entice young men into the navy, but by a systematic plan of publicity. All recruits, he added, are shown the disadvantages as well as the advantages of the service before they sign their enlistments.

Within three months, or when the harvest season is over, Capt. Wiley believes the navy will have been recruited to its strength, with a waiting list of applicants. Its present strength is 47,727 men out of the authorized strength of 48,100.

TO PREACH NORTHWEST IN SOUTH

M. L. H. Odea, manager of the Hamilton (Mont.) Chamber of Commerce, will make a Southern lecture tour, which, commencing at St. Louis in the middle of December, will include seventy Southern cities. He will address boards of trade, commercial clubs, chambers of commerce and similar organizations, and the lectures will consist of information regarding municipal and community advertising, town promotion and development and the general management of a successful organization, as viewed by a Northwestern commercial executive.

O. J. RIDENOUR A PUBLISHER

O. J. Ridenour, for two years sales and advertising manager of the Acetylene Lamp Company, of New York, and for the past three years general manager of the Star Expansion Bolt Company, of New York, has become business and advertising manager of *Modern Electrics* of New York, a popular electrical monthly publication.

Mr. Ridenour has purchased an interest in, and has been elected vice-president and treasurer of the Modern Publishing Company, which publishes *Modern Electrics*, "The Electric Library," and contemplates the publication of one or two more periodicals.

THE TASK FOR ADVERTISING

There are many schools of selling, because the seller must now seek the buyer.

There will one day be a school of buying, because people will one day seek the buyer; for there is more profit in an economic device to the user than the seller, even though the seller makes a satisfactory profit.

There will be still more profit to the user when he seeks the seller; for he will then eliminate the expense of being bought, which he now eventually pays, and which he will no longer pay when he learns to buy.—*"Bank Notes," United States Bank Note Company, Indianapolis.*

"GO TO THE WANT AD, THOU —"

Cut it and boil it and slash it and chop it, Mr. Advertiser. Distill that maze of words until there remains only the essence of Common Sense. People are not interested in your family history. They are interested in what you have for sale, provided your goods and your prices are right.

Tell them just that—tell them about your goods and your prices and your service. Take a lesson from the Want Ads, which are couched in simple language and which go direct to their goal.—*Jerome P. Fleishman, in the Baltimore "Sun."*

AD SPRINKLER IS HERE

An ingenious machine has just been put on the Parisian market by the Water Spraying Machine Company.

According to details given in *La Publicité* the machine prints an announcement on the ground in water, which it sprays upon the soil in a fine shower. The letters or signs will last from twenty to thirty minutes, until the evaporation of the water is complete.

The machine can be hired by the day, week, or month.—*"Printers' Ink," London.*

Talk is like blonde hair—if there's too much of it, it isn't genuine.—*"Rusty Mike's Diary," Seattle.*

Edw-Edz

Celluloid

Offer Your Particular Trade Better Guide Cards—Fewer of Them Celluloid Tipped Guides

will outwear six or more sets of ordinary unreinforced guides. Your customer dispenses with the annoyance of constantly replacing dog-eared sets. He will remember the store that solved the vexing little problem of giving his Card Index File the well kept appearance it should have. Write for samples.

STANDARD INDEX CARD CO.
701 to 709 Arch Street, Philadelphia

WANTED

ASSOCIATE TO TAKE HALF INTEREST FOR \$3,000

in special service agency, established six years, doing profitable business, on monthly or yearly contract basis.

Man must be efficient in soliciting by correspondence and also in handling office force.

Other interests demand time of present owner who wishes to turn over entire management to right man. Address "C. O." c/o Printers' Ink.

Bound Volumes for 1911

PRINTERS' INK is bound each quarter in heavy board over black cloth, with gold letters. Price \$2. Handsome, durable, serviceable.

Number is limited, so order your 1911 Bound Volumes now. Set of 4 vols. for year, \$8.

Printers' Ink

1847 ROGERS BROS. X S TRIPLE

"Silver Plate that Wears"

The famous trade mark "1847 ROGERS BROS." guarantees the heaviest triple plate.

Catalogue "P" shows all designs

MERIDEN BRITANNIA CO.
(International Silver Co., Successor)

MERIDEN, CONN.

NEW YORK CHICAGO SAN FRANCISCO



Classified Advertisements

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

ADVERTISING AGENCIES

H. W. KASTOR & SONS ADVERTISING CO., Equitable Building, St. Louis, Mo.

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

In Cuba and the West Indies

THE

Beers Advertising Agency

is the one to consult

THEY ARE ON THE SPOT
YOU know what that means!

37 Cuba Street, Altos (Upstairs) Havana, Cuba
CHAS. H. FULLER Co., Chicago, Ill., Corr.

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE BLACK DIAMOND Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

THE circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

BUSINESS OPPORTUNITIES.

BUSINESS LETTERS, incisive, instructive, short-winded, don't bully, don't beg. **FRANCIS I. MAULE, 401 Sansom Street, Philadelphia, Pa.**

SPECIAL AGENTS—An experienced advertising man well acquainted in foreign field, who can control at least two good papers, would consider buying interest with some live special agent who has good list. Address "N. W." care Printers' Ink.

PRINTERS' RARE OPPORTUNITY

Practical printer with little money can obtain control, or can purchase outright, small printing plant with specialty in New York. Address "PLANT," care of Printers' Ink.

COIN CARDS

Are You Working for More Circulation?

You can increase results from your efforts by the use of **WINTHROP COIN CARDS.** They will get quicker action for you, because they suggest remitting and furnish a simple means. They will bring the money in advance, and with a maximum of safety. Other publishers endorse and use them continually. Some of our customers are of ten years standing. They **KNOW** the value of **WINTHROP COIN CARDS.** Let us convince you. You will be interested in learning just how **WINTHROP COIN CARDS** will help you. Send us your name, and the price of your publication, and sample copy if convenient, and we will send you circulation ideas, along with coin card prices and samples.

THE WINTHROP PRESS

Coin Card Department
419 Lafayette Street New York, N. Y.

ENGRAVING

PERFECT copper half-tones, 1 col., \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.,** Youngstown, Ohio.

HELP WANTED

WANTED—An expert to take charge of circulation department of English firm in Buenos Aires publishing four periodicals in Spanish. Apply, stating full particulars, to **EMPRESA HAYNES, Calle Chacabuco 617-688** Buenos Aires.

POSITIONS OPEN in all departments of advertising, publishing and printing houses, East, South and West. High grade service. Registration free. Terms moderate. Established 1898. No branch offices. **FERNALD'S NEWSPAPER MEN'S EXCHANGE,** Springfield, Mass.

ADVERTISING SOLICITOR controlling a few good accounts, to place the business through a thoroughly organized and financially responsible advertising agency. Most liberal arrangements will be accorded and every assistance rendered for the development of such accounts. All communications will be regarded confidentially. Address "F. A." care of Printers' Ink.

WANTED—**ADVERTISING MAN** in several large cities to open branch office and handle business that will net \$2,500 to \$5,000 annually. Commission basis, but a ground floor opportunity offered by responsible, well established house. If you are a topnotcher we have high grade proposition for you that is one of the best money makers in the advertising field. Address Box 211, care of Printers' Ink.

WANTED—Leading trade paper of national circulation have splendid opening for a first class advertising solicitor who knows how to land big contracts from big people; prefer a man familiar with machinery and lumber trade east of Mississippi River. Give age, experience, salary capable of earning and address where we can wire for personal interview. All correspondence confidential. Address "A. L. U.," care Printers' Ink.

MISCELLANEOUS

WANTED—Manufacturer's lines for the wholesale and retail trade, with office in Los Angeles, Cal. The best of references. (Twenty-five years' experience.) Address "202 FAY BUILDING," Los Angeles, Cal.

PHOTOGRAPHS



MACHINERY BROMIDES
for your agents, branch offices, etc. As big as you want them, at one fourth the usual cost. Send for sample and prices.
A. A. STONE CO., Cleveland, O.

POSITIONS WANTED

LINE TYPE OPERATOR wants position, city or country. Address **L. F. CAMPBELL, 176 W. 89th St., New York City.**

WHOLESALE or Retail Clothier! Do you seek a Booster to head your advertising department—a man with a record that speaks for itself? East desired. Address Box 20, care of Printers' Ink.

YOUNG man 23, married, student I. C. S. School of Advertising, desires position as assistant in advertising department, 2 years' experience, good references. Cornelius Thomson, 60 Fresh Pond Road, Maspeth, L. I.

TYPOGRAPHICAL expert, controlling unequalled advertising composing room facilities, wants more customers, in or out of city. Booklets or display stunts set for publishers. Address "MODERN," care of Printers' Ink.

EXPERIENCED Trade Journal man seeks connections with all papers. Have handled Automobile, Jewelry, Electrical and Novelty trade papers. What can you offer me? Fine references. Address **T. J. NEWELL, 3224 Hirsch St., Chicago.**

ADVERTISING WRITER wants position or piece work. High grade man. Highest references. Strong, snappy copy producer. Bully on mechanical subjects. 12 years experience agencies and publishers. 8 page booklet written \$10. **MARSHALL, 114 So. 11th St., Newark, N. J.**

IF YOU NEED AN ADVERTISING MANAGER of proven ability and wide experience turn to my half page ad in last week's issue of Printers' Ink, (page 99). "Y. F. A.," care of Printers' Ink.

Advertising Writer, Experienced
wants position. At present employed. Satisfactory reasons for desiring change. Capable and earnest. Moderate salary acceptable in position with future possibilities. References. Address "Box 6," care of Printers' Ink.

EXPERIENCED AGENCY MAN

Thirteen years with present firm. Worked from bottom up. Age 27 years. Thorough knowledge of all details: know how to buy space and prepare estimates. Best references. "J. G.," care of Printers' Ink.

CAN YOU USE ME?

Young man of culture wants opportunity to grow. College graduate, student of advertising with valuable experience in retail advertising and selling. Best of references from present employers. Moderate salary at start. Will go anywhere. At liberty Sept. 1st. Address "A. B. C.," Box 165, Valparaiso, Ind.

BUSINESS AND ADVERTISING MANAGER

Now in charge advertising department of daily in city of over two hundred thousand for personal reasons desires to make a change. Has had experience in every department and can furnish references from two prominent publishers for whom he increased their net earnings over double in one year. Address "B. B.," care of Printers' Ink.

Mail Order Advertising Man

Long, thorough experience with one of Chicago's largest mail order houses. Now advertising manager for large mail order house. Young, aggressive. Write for particulars. Address "MAIL ORDER," care of Printers' Ink.

Energetic Advertising and

LAYOUT MAN, 35, with executive and business ability, well versed in electrical work, wireless operator and constructing engineer and telephone expert, writer of business producing copy, speaks German and French, graduate of the University of Michigan, desires position with technical paper or magazine. "A. F. A.," Printers' Ink.

Advertising Writer or Manager,

man 28, last two years with large publishing house as assistant advertising manager in charge of copy writing, printing, illustrating, and engraving department; thorough knowledge of advertising business and associated branches; have made good, can do same for you. "Salary \$30 a week to start. Address "F. K. O.," care of Printers' Ink.

Advertising and Selling Experience

I have had ten years' experience preparing advertising, booklets and form matter in lines that have required constant wrestling with selling problems and the development of new ideas. I have sold goods personally and handled salesmen. I will make good in an advertising or sales department, or with an agency. Can start immediately in any location. Address "S. K.," care of Printers' Ink.

If Your Paper Needs Building Up We Ought to Get Together

In the past eighteen months I have managed a paper in a city of 225,000 in the Middle West. Its circulation has grown by 200 per cent. and its advertising by 150 per cent. In the seven years before that I was one of the chief figures—not the sole figure, but one of three—in building up three other papers. I want now to put this experience to work so that I will get something out of it. And what I want to get out of it is an interest in the paper I help to build. It will be my life job. If you have a paper and we need each other, please write "J. J. A.," care of the Chas. H. Fuller Company, Chicago, Ill.

I Know the Newspaper Business

WELL, and wish to sell my knowledge to the industry, weekly or monthly preferred, that needs a first class man upstairs, who knows how to edit, write, make up an attractive paper, take up advertising propositions, and has only one unusual habit—a capacity for hard work. Salary may follow upon results accomplished. Ability to produce results has been gained in 25 years of hard work. Plenty of endorsements from first class newspaper men. I am 45 years old, of good personality, steady habits, and can "make good" anywhere. Prefer New York City or vicinity, but would go anywhere on contract. Address "GOODMAN," care of Printers' Ink.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, Ledger, dy. Average for 1910, 22,618. Best advertising medium in Alabama.
Montgomery, Advertiser, net average Feb., 11, 15,310 dy; 25,194 Sun. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

CONNECTICUT

Meriden, Journal, evening. Actual average for 1909, 7,739; average for 1910, 7,801.
Meriden, Morning Record & Republican. Daily aver. 1909, 7,739; '10, 7,875.
New Haven, Evening Register, daily. Aver. for 1910 (sworn) 19,096 daily 2c.; Sunday, 14,763, 5c.
New London, Day, ev'g. Av. '10, 6,892. 1st 3 mos. '11, 7,049; double all other local papers combin'd.
New Haven, Union. Largest paid circulation. Average for 1910, 17,367. Paper non-returnable.
Norwalk, Evening Hour. Average circulation 2c.; 3,627. Carries half page of wants.
Waterbury, Republican. Examined by A. A. regularly. 1910, Daily, 7,217; Sunday, 7,750.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Daily aver., 1st 6 mos. 1911—53,326 (©©).

FLORIDA

Jacksonville, Metropolis, dy, '10, 12,701; Dec., '10, 14,669. E. Katz Sp. A. A., N. Y. and Chicago.

ILLINOIS

Belleville, Ill. News-Democrat. Average 1910, daily, 3,801. Official newspaper St. Clair County.

Chicago Examiner, average 1910, Sunday 624,607, Daily 210,687, net paid. The Daily Examiner's wonderful growth in circulation and advertising forced all the three Chicago papers to cut their price to one cent.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Champaign, News. Leading paper in field. Average year 1910, 8,156.
Joliet, Herald, evening and Sunday morning. Aver. year ending June 30, 1911, 8,230.
Peoria, Evening Star. Circulation for 1910, 21,143.

INDIANA

South Bend, Tribune. Sworn average June, 1911, 13,051. Best in Northern Indiana.

IOWA

Burlington, Hawk-Eye, daily. Average 1910, 9,404. "All paid in advance."
Des Moines, Register & Leader (av. '10), 35,563.
Des Moines, Tribune, 19,103 (same ownership). Combined circulation 54,766—35% larger than any other Iowa paper. Supreme in want ad field.
Dubuque, Times-Journal, morn. and eve. Pl. in advance July 20, 1910; dy. 9,022; sun 11,426.
Washington, Eve. Journal. Only daily in county. 1,913 subscribers. All good people.
Waterloo, Evening Courier, 53rd year; net av. June, '10-July, '11, 7,598. Waterloo pop., 27,000.

KENTUCKY

Lexington, Herald. Average 1910, 6,919. "When you advertise in Lexington Herald, you cover Central Kentucky."
Louisville, Courier-Journal. Average 1910, daily, 22,304. Sunday, 46,249.
Louisville, The Times, evening daily, average for 1910 net paid 48,834.

MAINE

Augusta, Kennebec Journal, daily average 1910, 9,319. Largest and best cir. in Cent. Me.
Bangor, Commercial. Average for 1910, daily 10,199.
Lewiston, Sun. Daily average 1910, 6,440. Last 3 months of 1910, are 6,847.
Portland, Evening Express. Average for 1910, daily 10,936. Sunday Telegram, 11,366.

MARYLAND

Baltimore, American. Daily. aver. year 1910, 80,266; Sun., 104,902. No return privilege.
Baltimore, News, daily. News Publishing Company. Average 1910, 82,405. For July, 1911, 75,230.
The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS

Boston, Evening Transcript (©©). Boston's tea table paper. Largest amount of week day ad.



Boston, Globe. Average circulation. Daily (2 cents a copy) 1910, 183,720—Dec. av., 188,643.

Sunday 1910, 331,878—Dec. av., 330,717. Advertising Totals: 1910, 7,922,108 lines. Gain, 1910, 586,831 lines.

2,394,163 more lines than any other Boston paper published. Advertisements go in morning and afternoon columns for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1910, to December 31, 1910.



Boston, Daily Post. Greatest July of the *Boston Post*. Circulation averages: *Daily Post*, 353,165, gain of 17,644 copies per day over July, 1910. *Sunday Post*, 388,666, gain of 31,148 copies per Sunday over July, 1910.

Lawrence, Telegram, evening, 1910 av. 8,643. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1908, 16,796; 1909, 16,839; 1910, 16,862. Two cents. Lynn's family paper. Covers held thoroughly.

Salem, Evening News. Actual daily average for 1910, 18,763.

Worcester, Gazette, evening. Av. '10, 17,002. The "Home" paper. Largest ev'g circulation.

MICHIGAN

Detroit, Michigan Farmer. Michigan's only farm weekly. Guaranteed circulation 80,000.

★ **Jackson, Patriot,** Aver. year, 1910, daily 10,720; Sunday 11,619. Greatest circulation.

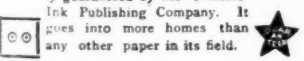
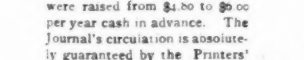
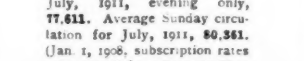
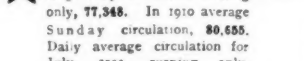
MINNESOTA

Minneapolis, Farmers' Tribune, twice-a-week. W. I. Murphy, publisher. Aver. for year ending December 31, 1910, 23,118.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for year ending Dec. 31, 1910, 103,380.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, Journal, Daily and Sunday (☉☉). In 1910 average daily circulation evening only, 77,348. In 1910 average Sunday circulation, 80,655. Daily average circulation for July, 1911, evening only, 77,611. Average Sunday circulation for July, 1911, 80,361. (Jan. 1, 1908, subscription rates were raised from \$1.80 to \$2.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.



CIRCULATION



by Printers' Ink Publishing Company

Minneapolis, Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ending Dec. 31, 1910, 91,260. Average circulation of Sunday *Tribune* for same period, 81,523.

MISSOURI

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1910, 125,109.

NEBRASKA

Lincoln, Deutsch-American Farmer weekly 140,321 for year ending Dec. 31, 1910.

Lincoln, Free Press, weekly. Average year ending Dec. 31, 1910, 141,043.

NEW JERSEY

Camden, Post-Telegram. 9,433 sworn average for 1910. Camden's oldest and best daily.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. 10—'07, 20,270; '08, 21,326; '09, 19,063; '10, 19,238, 1st quarter, '11, 20,128.

NEW YORK

Albany, Evening Journal. Daily average for 1910, 17,759. It's the leading paper.

★ **The Brooklyn Standard Union,** Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for year 1910, 64,658.

Buffalo, Courier, morn. Ave., '10 Sunday, 86,737, daily, 46,284; *Enquirer,* evening, 32,278.

Buffalo, Evening News. Daily average for 1908, 94,033; 1909, 94,307, 1910, 94,232.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1910, 6,164.

NEW YORK CITY

The Globe Largest high-class evening circulation. Average, July 1, 1910, to June 30, 1911, 136,399.

New York, The World. Actual av. 1910, Morning, 362,108. Evening, 411,320. Sunday, 467,664.

Poughkeepsie, Star, evening. Daily average year, 1910, 6,710; last four mos. 1910, 6,187.

Schenectady, Gazette, daily. A. N. Lietz. Actual Average for 1910, 19,346. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Schenectady, Star. Average 6 mos. 1911, 13,629. Sheffield Sp. Ag'cy, Tribune Bldg., N. Y.

★ **Troy, Record.** Av. circulation 1910, (A. M., 5,102; P. M., 17,467) 23,789. Only paper in city which has permitted A. A. examination, and made public the report.



Utica, *National Electrical Contractor*, mo
Average for 1910, 2,628.

NORTH CAROLINA

Charlotte, *News*, leading evening and Sunday
paper in Carolinas.

NORTH DAKOTA

Grand Forks, *Normanden*. Norwegian weekly
Actual average for 1910, 3,076.

OHIO

Cuyahoga, *Evening Telegraph*. Daily average
for 1910 1,783. *Journal*, weekly, 976.

Cleveland, *Plain Dealer*. Est. 1841. Actual
average for 1910: Daily, 87,128; Sunday, 114,044.
For July, 1911, 98,914 daily; Sunday, 120,783.

Youngstown, *Vindicator*. D'y av., '10, 18,698;
LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Oklahoma City, *Oklahoman*. Ave. July, 1911,
daily, 38,049; Sunday, 40,218.

PENNSYLVANIA

Erie, *Times*, daily. 23,092 average,
July, 1911. A larger guaranteed paid
circulation than all other Erie papers
combined. E. Katz, Special Agt., N. Y.

Johnstown, *Tribune*. Average for
12 mos. 1910, 13,328. Mar., 1911,
14,588. Only evening paper in John-
stown.

Philadelphia, *The Press* (©) is
Philadelphia's Great Home News-
paper. Besides the Guarantee
Star, it has the Gold Marks and is
on the Roll of Honor—the three
most desirable distinctions for
any newspaper. Sworn average
circulation of the daily *Press* for July, 1911,
81,336; the Sunday *Press*, 167,288.

Washington, *Reporter and Observer*, circulation
average 1910, 12,398; May, '11, 12,691.

West Chester. *Local News*,
daily, W. H. Hodgson. Aver. for
1910, 18,828. In its 37th year.
Independent. Has Chester Co.,
and vicinity for its field. Devoted
to home news, hence is a home
paper. Chester County is second
in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, evening; best me-
dium of anthracite field for advertising purposes.
York, *Dispatch and Daily*. Average for 1910,
18,767.

RHODE ISLAND

Pawtucket, *Evening Times*. Average circula-
tion 9 mos. ending Apr. 30, '11, 30,023—sworn.

Providence, *Daily Journal*. Average
for 1910, 22,788 (©). Sunday, 30,771
(©). *Evening Bulletin*, 46,323 aver-
age 1910.

Westerly, *Daily Sun*, George H. Utter, pub.
Circulates in Conn. and R. I. Cir., 1910, 8,423.

SOUTH CAROLINA

Charleston, *Evening Post*. Evening. Actual
daily average 1910, 6,460.

TEXAS

El Paso, *Herald*, year 1910, 11,381. Only
El Paso paper examined by A. A. A.

VERMONT

Barre, *Times*, daily. Only paper in city. Av.
1910, 5,428. Examined by A. A. A.

Montpelier, *Argus*, d'y., av. 1910, 3,315. Only
Montpelier paper examined by the A. A. A.

VIRGINIA

Danville, *The Bee*. Aver. June, 1911, 8,038,
July, '11, 8,068. Largest circ. Only eve. paper.

WASHINGTON

Seattle, *The Seattle Times* (©) is
the metropolitan daily of Seattle
and the Pacific Northwest. It
combines with its 1910 circ.
of 64,741 daily, 84,903 Sunday, rare
quality. It is a gold mark paper
of the first degree. Quality and
quantity circulation means great productive value
to the advertiser. *The Times* carried in 1910,
12,328,918 lines, beating its nearest competitor
by 2,701,284 lines.

Tacoma, *Ledger*. Average year 1910, daily,
18,967 Sunday, 27,348.

Tacoma, *News*. Average for year 1910,
19,212.

WISCONSIN

Fond Du Lac, *Daily Commonwealth*. Average
May, 1911, 3,955. Established over 40 years ago.
Janesville, *Gazette*. Daily average, July,
1911, daily 8,632; semi-weekly, 1,646.

Madison, *State Journal*, daily. Actual aver-
age for April, 1910, 7,147.

Milwaukee, *The Evening Wis-
consin*, daily. Average daily cir-
culation for first six months of
1911, 44,000. Average daily gain
over first six months of '10, 3,823.
Average daily circulation for June,
1911, 45,458 copies. *The Evening
Wisconsin's* circulation is a home circulation
that counts, and without question enters more
actual homes than any other Milwaukee paper.
Every leading local business house uses "full
copy." Every leading foreign advertiser uses
Milwaukee's popular home paper. Minimum
rate 5 cents per line. Chas H Eddy, Foreign
Rep., 5024 Metropolitan Bldg., New York. Eddy
& Virtue, 1054 Peoples' Gas Bldg., Chicago.

Milwaukee, *The Milwaukee
Journal*, (eve.) Daily Av. circ.
for 12 mos., 64,366. Daily Av. for
June, 64,964. June gain over
1910, 1,109. Paid City Circulation
double that of any other Milwau-
kee paper, and larger than is the
total paid circulation of any Milwaukee Sunday
paper. Leads all other Milwaukee papers in
display, classified and foreign advertising. Ad-
vertisers get over 60% of Milwaukee homes when
they use the *Milwaukee Journal*. Flat rate 70
per line. C. D. Bertolet, Boyce Bldg., Chicago;
J. F. Antisdel, 366 Fifth Ave., N. Y. City.

Racine, *Daily Journal*. June, 1911, circula-
tion, 5,561. Statement filed with A. A. A.

THE WISCONSIN AGRICULTURIST

Racine, Wis. Established 1877.
Actual weekly average for year
ended Dec. 31, 1910, 61,827.
Larger circulation in Wisconsin
than any other paper. Adv.
\$4.20 an inch. N. Y. Office.
41 Park Row. W. C. Richardson, Mgr.

MANITOBA, CAN.

Winnipeg, *Free Press*, daily and weekly. Av-
erage for 1910, daily, 46,181; daily June, 1911,
53,185; weekly 1910, 26,446; June, 1911, 27,146.
Winnipeg, *Der Nordwestern*. Canada's National
German weekly. Av. 1910, 18,484. Rates 56c. in-

ONTARIO, CAN.

Fort William, farthest West city in Ontario.
Times Journal, daily average, 1910, 3,183.

QUEBEC, CAN.

Montreal, *La Presse*. Daily average for
July, 1911, 104,633. Largest in Canada.
Montreal, *La Patrie*. Ave. 1910, daily—42,114,
Sat., 66,610. Highest quality circulation.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

CONNECTICUT

NEW HAVEN Register. Leading want ad medium of State. Rate 1c. a word.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington, D. C. (C), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

THE Chicago Examiner with its 624,607 Sunday circulation and 210,667 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

INDIANA

THE Indianapolis Star, Indianapolis, Ind., is the leading "Want Ad" Medium of the State. Rate 1 cent per word. Sunday circulation over 3 times that of any other Sunday paper published in the State.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston Evening Transcript is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston Globe, daily and Sunday, for the year 1910 printed a total of 479,877 paid want ads; a gain of 19,412 over 1909, and 347,148 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

CIRCULATIN



by Printers' Ink Pub. Co.

THE Tribune is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in July, 1911, amounted to 247,641 lines. The number of individual advertisements published was 32,743. Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



THE Minneapolis Journal, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified lines printed in July, 1911, amounted to 236,060 lines; the number of individual ads published was 25,444. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.



MISSOURI

THE Joplin Globe carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE Anaconda Standard, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1910, 10,211 daily; 14,537 Sunday.

NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(OO) Gold Mark Papers (OO)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

ALABAMA

The *Mobile Register* (OO). Established 1821. Richest section in the prosperous south.

DISTRICT OF COLUMBIA

The Evening and Sunday Star. Daily average, 1st 6 mos. 1911, 58,326. (OO.)

ILLINOIS

Bakers' Helper (OO). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. *The Inland Printer*, Chicago (OO). Actual average circulation for 1910-11, 17,104.

KENTUCKY

Louisville *Courier-Journal* (OO). Best paper in city; read by best people.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (OO).

Boston *Evening Transcript* (OO), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (OO). Only French paper among 75,000 French population.

MINNESOTA

The *Minneapolis Journal* (OO). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(OO) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (OO).

NEW YORK

Brooklyn *Eagle* (OO) is THE advertising medium of Brooklyn.

Century Magazine (OO). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (OO), the recognized authority on Dry Goods and Department Store trade.

Electric Railway Journal (OO). Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING CO.

Electrical World (OO) established 1874. The leading electrical journal of the world. Average circulation over 18,800 weekly. MCGRAW PUBLISHING CO.

Engineering News (OO). Established 1874. The leading civil engineering paper in the world. Av. circulation over 17,500 weekly.

Engineering Record (OO). The most progressive civil engineering journal in the world. Circulation averages over 17,000 per week. MCGRAW PUBLISHING COMPANY.

Hardware Dealers' Magazine (OO). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 253 Broadway, New York City.

New York *Herald* (OO). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

The Evening Post (OO). Established 1801. The only Gold Mark evening paper in New York. The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*. —Printers' Ink.

Scientific American (OO) has the largest circulation of any technical paper in the world. The New York *Times* (OO) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York *tribune* (OO), daily and Sunday. Daily, now one cent—the best for the least.

OREGON

Better Fruit, (OO) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The *Oregonian*, (OO), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The *Press* (OO) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Mark—the three most desirable circulation distinctions. July, 1911, sworn net average, Daily, \$1,236; Sunday, 167,288.

THE PITTSBURG (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (OO), only morning paper among 600,000 people.

TENNESSEE

The Memphis *Commercial-Appeal* (OO) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The *Commercial-Appeal* passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

WASHINGTON

The Seattle *Times* (OO) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee *Evening Wisconsin* (OO), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The Halifax *Herald* (OO) and *The Evening Mail*. Circulation 18,768, Flat rate.

Business Going Out

The Milbourne Advertising Agency is placing 2,800 lines for the McCormack Company and they are also placing business for the Baltimore Law School in newspapers.

Thiele & Company are placing display ads of Quaker whisky and Coronet gin in a selected list of daily papers all over the country; also sending orders to mail-order publications for Ryan & Co., clothing.

J. Walter Thompson is placing 1,400 line contracts in newspapers for the Warren Motor Car.

The Pilgrim Manufacturing Company is placing contracts for 5,000 lines in newspapers.

The Chicago office of the H. E. Leason Advertising Agency is sending to daily papers in large Eastern cities copy for the Chicago, Milwaukee & St. Paul Railway, advertising low cost trips to the Far West and Pacific Coast.

The R. & L. Company, of New York, is using newspapers to advertise the Garford automobile in New York. This account is being handled by the Siegfried Company, of New York.

The Austin Dog Bread & Animal Food Company, of Chelsea, Mass., is using a list of standard magazines through George Batten Company, of New York.

The Regal Fence & Gate Company, Sarnia, Ont., is placing business in Canadian papers through the Charles H. Fuller Company, Chicago.

The Stack-Parker Advertising Agency of Chicago is now placing the entire appropriation of the Union Pacific Railway.

The H. J. Heinz Company is placing some advertising in a selected list of towns through the Taylor-Critchfield Company, Chicago.

Maclay & Mullaly Brothers, New York, are conducting an extensive trade campaign for Hubbard & Co., manufacturing jewelers of New York City.

Orders for the advertising of the A. S. Hinds Company, Portland, Me., manufacturers of Hinds' Honey and Almond Cream, are going out to women's publications and leading magazines through the Morse International Agency, New York City. The orders are for three magazine pages.

A list of magazines is being used by the Canadian Pacific Railroad through the J. Walter Thompson Company.

In addition to a large list of magazines and general publications the *Youth's Companion*, Boston, is contracting with farm papers for fall space. The orders go through various agencies.

The Blackman-Ross Company, of New York, is placing some exchange advertising in newspapers for the Hoffman House, of New York.

The Hotel Breslin, of New York, is placing exchange advertising in newspapers through George B. Van Cleave Company, of New York.

N. W. Ayer & Son are placing orders for the silverware advertising of Holmes & Edwards Silver Company, Bridgeport, Conn. A list of general magazines is being used.

The Whiting Paper Company, Holyoke, Mass., is making plans for next season's advertising. General publications will be used through the Blackman-Ross Company.

The Burns & Bassick Company, Bridgeport, Conn., is sending orders for half-pages three times to a list of general publications. The business is placed by the Frank Presbrey Company, New York City.

The J. C. Ayer Company, Lowell, Mass., is considering plans for a national campaign in newspapers for Ayer's Sarsaparilla and other Ayer products.

The George Batten Company is using a small list of general publications for the Consumers Fish Company, Gloucester, Mass. Half-page copy is used.

Hotchkin & Company, Boston, are advertising a seven per cent industrial stock in a few New England and New York newspapers.

Additional copy for the Hartford Fire Insurance Company, Hartford, Conn., is being placed by the Hannah Agency, New York City. Magazine page copy is used in a list of general mediums.

C. H. Fryer, Aldrich Bldg., Providence, R. I., is sending copy to mail-order publications for the advertising of Caroline Osgood's Hair Restorer. This agency is also starting a small campaign in mail-order publications for the International Chemists, Inc.

Mitchell the Tailor, Boston, is opening branches in many New England cities and using large copy in all the newspapers regularly in cities where branches are established. The business is placed direct.

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UNANIMOUS VOTE FOR PRINTERS' INK

Mr. J. M. Hopkins, General Manager,
Printers' Ink Publishing Company,
12 West 31st Street, New York.

Dear Sir:—

We have yours of July 31st, in reference
to advertising in Printers' Ink.

It may be especially interesting to you to
know that we have given orders to prepare
a line of advertisements for your publication.
These are to start about the 15th of August.

It should interest you especially to know
that we consulted several general advertising
agents, with the purpose of eliciting informa-
tion as to the best means by which to reach
general advertisers and advertising agents
with the merits of our publication.

They all replied that PRINTERS' INK
was the proper medium.

Yours very truly,

(Name of Publisher on Request.)

HAVE YOU MADE YOUR APPRO-
PRIATION FOR A CAMPAIGN IN
PRINTERS' INK

The Globe

Toronto, Canada

Was one of the first papers on the continent to acknowledge the advertiser's right to sworn statements of circulation.

The Globe now issues, semi-annually, a 40-page pamphlet, containing the most complete analysis of quantity and distribution of its circulation which can possibly be compiled.

A copy of this booklet will be sent upon application to

VERREE & CONKLIN, Inc.

Brunswick Bldg.
NEW YORK

Steger Bldg.
CHICAGO

The Globe

Toronto, Canada